

MODERN PACKAGING

APRIL 1941



Story of some white crystals in a test tube

Or How a Packaging Problem Was Solved



FOR YEARS beer drinkers had cherished a hope.

"It would be swell," they said, "if we could get rid of smelly empties . . . if we could have beer at home or to take on a picnic and not have to bother with deposits. But best of all—what a break if there were nothing to lug back to the store!"



The answer was to put beer in cans, which to us, American Can Company, seemed like a possibility.

The crux of our problem, however, was to find an ideal can-lining, so that the taste and character of the beer would remain unchanged.

So back in 1933 we went to work.



We made many experiments in our laboratories. Nine hundred and forty-one to be exact. And the nine hundred and forty-second experiment hit it on the nose.

To look at, Experiment No. 942 was nothing more than some white crystals in a test tube. But a can-lining made of these crystals had a remarkable property. For the taste and character of beer from a can with this new lining were unchanged!

Beer, in other words, had been successfully packaged for the first time. It now came in a clean, single-service container. Here was the birth of the beer can.



And now we had to have these white crystals, called "vinyl resin," not by the test tube but by the ton. And was this good news to a certain chemical company! For the vinyl resin we needed was something they'd never made in such large quantities before. But as an ideal lining for beer cans it was a sleeper in their line come to life.



So, down to the little town of South Charleston, West Virginia, they went and invested money in a



new addition to one of their plants. More people went back to work. Retail business took a jump. Taxes came down.

Now this is a story we're mighty proud of. For to us it seems a pretty good example of the way in which most American business operates. The public wants or needs something. And the public gets it. As a result, new and more jobs are created.



We also believe that the story of vinyl resin is a good example of the way we solve packaging problems.

CANCO

Facilities Available at American Can For Solving Packaging Problems

- 5 laboratories employing 134 people with college training, academic, or professional degrees in the pure, natural, or engineering sciences.
- 13 points from which customers' machinery is serviced . . . 6 points at which customers' machinery is built.
- 67 plants located strategically in the U. S., Canada, and Hawaii.
- A factory-trained sales staff who are specialists in many different types of industry.
- An executive personnel backed by a financial strength that is in itself a tangible business asset.

**AMERICAN
CAN COMPANY**
230 Park Avenue, New York, N. Y.



PHOENIX MOLDED CAPS, of which the Abbott closure (illustrated) is an excellent example, are reigning favorites among packagers of foods, drugs, cosmetics chemicals, wines, liquors . . . and consumers, too! They easily weather the stresses and strains of packaging and everyday usage. Their good qualities endure!

PHOENIX METAL CAP CO.
CHICAGO BROOKLYN

Modern Packaging

APRIL 1941

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MAY

May is the month in which packagers begin to plan their promotions for the coming holiday season. The May issue of Modern Packaging will, therefore, present an extensive survey on the subject, complete with ideas and suggestions for gift and holiday packaging operations. May will also see a study on the all-important subject of plastics for packaging.

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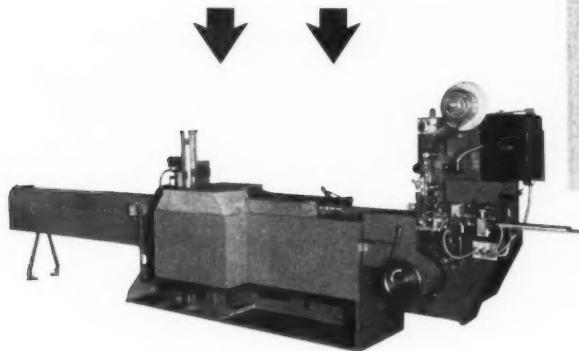
★ ★

PACKAGING...and THE AMERICAN WAY

★ ★

MOISTURE-PROOF and TAMPER-PROOF

... cartoned and wrapped
economically on a combination
Redington machine



The Schick Injector is a well designed product, but because of its shape, a definite packaging problem was encountered by the Magazine Repeating Razor Co. For many years this package was *produced by hand*. An expensive *die-cut label* or seal was placed around the injector to assure the purchaser that no blades had been removed. Then the injector was inserted in a regular end opening carton—a costly procedure.

The Redington Engineering Staff was consulted. *Result: a strikingly attractive package in red-and-gold and black-and-gold, which is sealed and protected by an unprinted carton and a printed Cellophane wrap. No dust can creep in . . . moisture*



stays out . . . injector is *not handled and cannot be tampered with* . . . injector reaches the user in the same sanitary condition it was in when it left the plant . . . purchaser is assured *a full count* on the blades.

Packaging costs have been *lowered* through economies in floor space and supervision because one *combination* machine does the work formerly done by hand.

Combination or dual purpose machines, however, are no novelty with Redington. The *first* wrapping-and-cartoning machines were pioneered twenty or twenty-five years ago for spark plugs, soap, and oleomargarine. The *combination* cartoning-and-Cellophane wrapping machine is another Redington "first."

Perhaps this experience will help you solve your own packaging problems. We invite inquiries.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

PACKAGING MACHINES *

for CARTONING • WRAPPING • SPECIAL PACKAGING

Co-operate

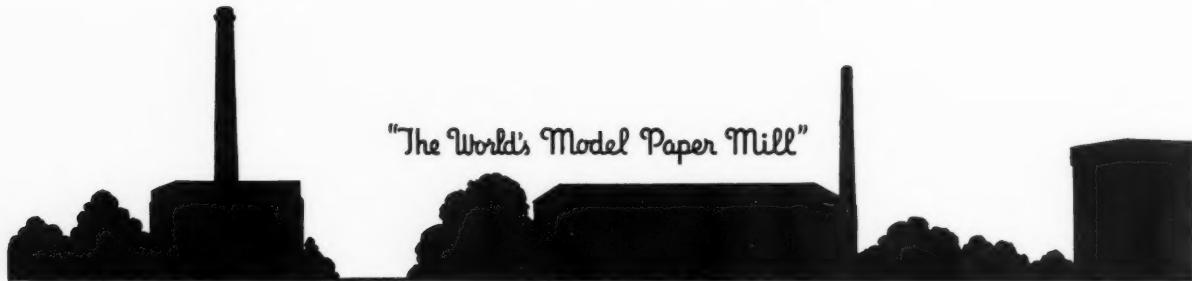


Remember the
banana - every time
it leaves the bunch
it gets skinned.

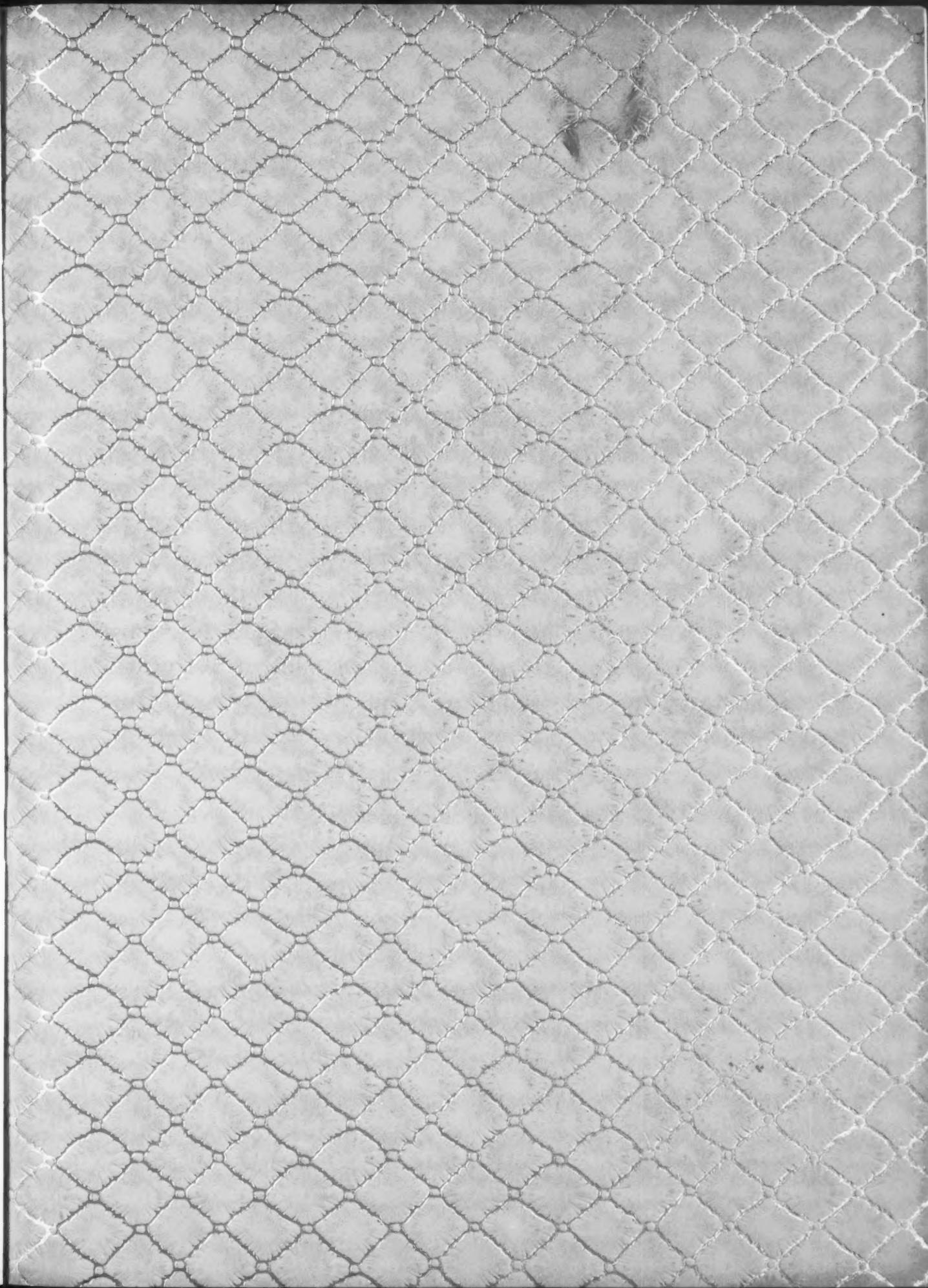
*Another good thought passed
on by the makers of*

KVP

FOOD PROTECTION PAPERS



KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT - KALAMAZOO - MICHIGAN



METALINE

P. E. 283-E

This new Florentine pattern in Metaline makes up most attractively for a box covering. The quilted effect, after pasting, holds its shape unusually well and adds an atmosphere of distinction to any box on which it is used.

Write at once for sample sheets, which may be had promptly from our files, in many unusual colors.

The logo for Hampden Glazed Paper and Card Company, featuring the word "Hampden" in a stylized, flowing cursive script.

GLAZED PAPER AND CARD COMPANY

Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.

Philadelphia, Pa. — 414 Bourse Bldg.

New York, N. Y. — 60 East 42nd St.

San Francisco, Calif. — 420 Market St.

Toronto, Canada — 137 Wellington St. West

Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England

Seattle, Wash. — 1203 Western Ave.

Dallas, Texas — 3905 Amherst Ave.

Another Packaging
Show—

Another Ritchie
Winner!

Did you ever think that a Transparent Package could do BIG things for your product? Could arouse new enthusiasm among your salesmen and distributors? Could create new dealer display cooperation and new consumer interest?

Ask Ritchie to help you find out. Let Ritchie show you how little Transparent Packaging costs, how much can be done with it and how much it can do.

The information you get from Ritchie is sure to be complete, expert and unbiased. For in one of the largest and most modern packaging plants in the world, Ritchie also makes Set-up Paper Boxes and Fibre Cans—and has no axe to grind for any one type!

So whether you want a new or re-designed package, or faster and more economical production for your present package, get in touch with Ritchie first!



W. C. *Ritchie*
AND COMPANY

8844 BALTIMORE AVENUE • CHICAGO

NEW YORK

DETROIT

LOS ANGELES

ST. LOUIS

MINNEAPOLIS

DENVER

MIAMI

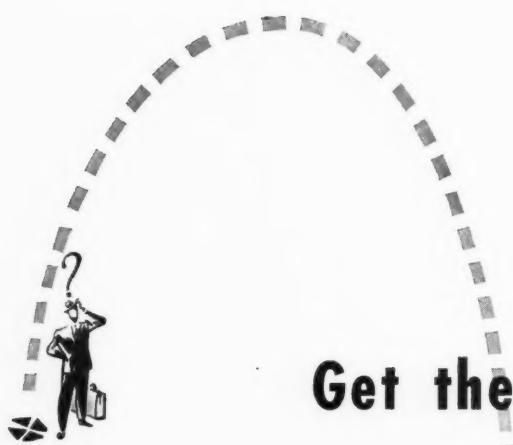
APRIL • 1941

5



This Transparent Package by Ritchie for the O-Cedar Corporation was judged "best in use of materials" in the hardware and household products classification at the 1941 "5 & 10" Packaging Contest sponsored by Syndicate Store Merchandiser. Another Package by Ritchie won similar honor in the recent All America Packaging Competition.

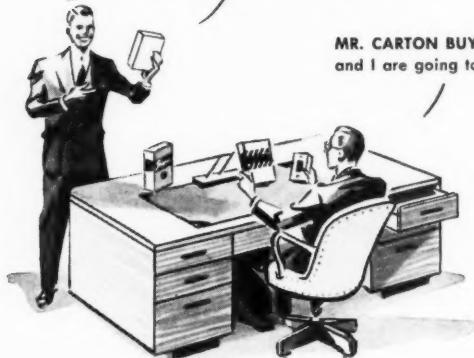
SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES



Get the jump on competition with *Coated Lithwite*

MR. CARTON PRINTER: — "Look at the finer folding cartons I can deliver for your dollar with *Coated Lithwite*."

MR. CARTON BUYER: — "Looks like you and I are going to talk business."



THIS REVOLUTIONARY NEW BOXBOARD PRINTS MORE BRILLIANTLY... COSTS NO MORE THAN MANY UNCOATED BOARDS

IT's your advantage when you go after folding carton business with *Coated Lithwite* — for this new and different board gives you printing qualities never before possible in a board at such a modest price.

Here's why: *Coated Lithwite* is produced by a new and patented process. It is made and coated on one machine, in one continuous operation — *at a speed heretofore unknown*. The *precision-engineered* coated surface is smooth and velvety — exceptionally receptive to inks. No mottling, no graying with *Coated*

Lithwite. Even 120-line screen half-tones print with the sharpest definition. *Coated Lithwite* scores without cracking — seals more positively, too. Send for sample sheets of *Coated Lithwite* today. Prove them. Test them. See how this finer, more economical coated board can help keep the presses busy in your plant.

PHONE YOUR INK SUPPLIER



Give him a few sheets of *Coated Lithwite* and see what brilliant results he can obtain for you on this unusual coated board.



The **GARDNER-RICHARDSON** Co.

Manufacturers of Boxboard
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

NOW IT'S
Pickles
 IN
Pliofilm

—Sealed in Their Own Juices!

SCORE another advance for PLIOFILM! Now even pickles are packed in this liquidproof transparent material. Hermetically sealed in PLIOFILM bags, in a bath of their own brine! In this new pack Pick-of-Kings delicacies retain all of their piquant flavor, gain in eye-appeal and buy-appeal.

And these vapor-moisture-waterproof bags provide a saving over



the more conventional methods of packaging. They're cheaper to ship, more durable, more economical of shelf space.

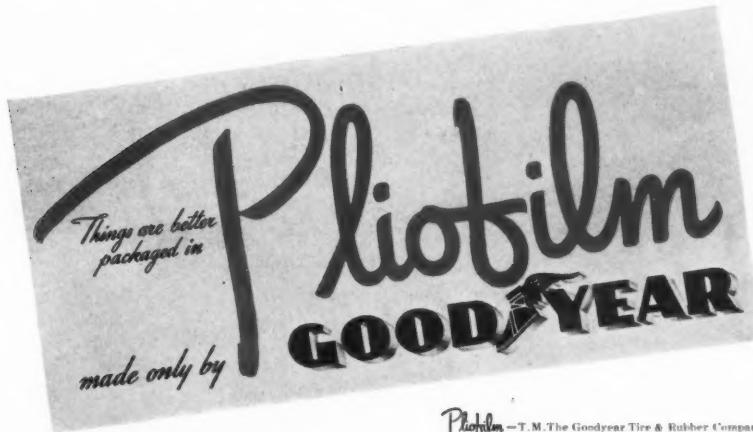
What PLIOFILM can do for pickles, it can do for your product too! If you have a packaging problem involving moisture — either absorp-

tion or evaporation — why not take it up with the Pliofilm Sales Department, Goodyear, Akron, Ohio.



NO OTHER TRANSPARENT WRAP OFFERS ALL THESE ADVANTAGES!

PLIOFILM is adaptable to many types of food products. Due to its inherent waterproof, moistureproof qualities, it keeps dry things dry, moist things moist. It seals hermetically in an airtight weld, thus preventing molding, loss of taste and other harmful effects of too much oxygen.



Pliofilm — T.M. The Goodyear Tire & Rubber Company

Because HTH
Solution required a
TIGHT RESEAL . . . the
Manufacturer chose
KORK-N-SEAL

"Replace Cover Tightly"
is the suggestion appearing on every KORK-N-SEAL Closure used on HTH . . . a germicide, deodorant and disinfectant manufactured by The Mathieson Alkali Works, Inc.,

New York, N. Y. Because of the active chemical properties in this sanitation solution, it is essential that the container be kept sealed tightly at all times. This can be done easily and effectively with KORK-N-SEAL—the closure with the handy little lever that "locks" the cap securely in place by a slight pressure of the thumb. Besides providing a seal for both glass and tin containers that is airtight, leak-proof and thoroughly dependable, KORK-N-SEAL is exceptionally simple to use . . . a flip and it's off—a snap and it's on—tightly! For samples, prices and information, write **The Williams Sealing Corporation, Decatur, Illinois**—a Division of Crown Cork & Seal Co.





STECHER-TRAUNG . . . ONE OF THE WORLD'S LARGEST MAKERS OF PACKAGING ANNOUNCES

A New Service to Increase Your Sales!

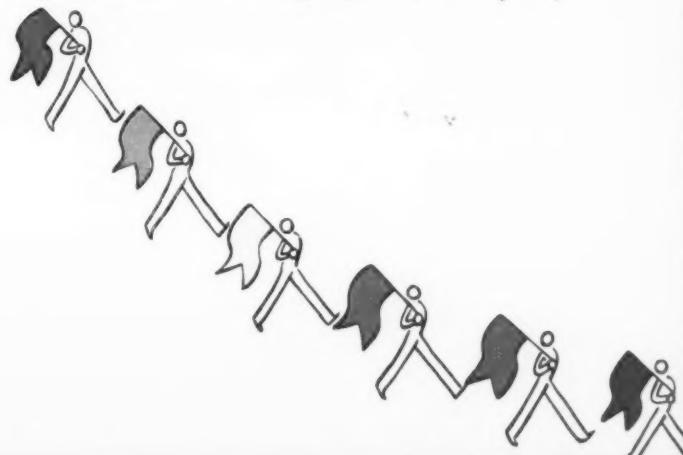
Here is news we believe you will welcome! For now you can have *all the colors in the rainbow* at your command, in your Consumer Folders, Circulars, Booklets, Broadsides, Streamers, Displays and other advertising material, in addition to your Box Wraps, Cartons and Labels . . . for as little as, or LESS than, you usually pay for only 2 colors . . . *in large or small quantities.*

Now you can forget the old obstacle of "high cost." You can STEP-UP your usual 2-color Consumer Folders and other advertising material with FULL Color, giving them a FRESH, new appearance! You can beautifully illustrate your product in FULL Color, giving it more "eye" appeal and "buy" appeal. *And all for no more than the usual cost of 2 colors.*

Thousands of companies today are changing over

from 1-color and 2-color material to FULL Color to boost their sales.

Meeting this great demand, Stecher-Traung Lithograph Corporation, for over 75 years a great American Institution and a leader in fine color lithography, brings industry a new, modern, high-quality, low-cost lithograph service on all types of advertising material. A service proved and perfected during the past two years, throughout the country, and offered today on a greatly increased basis. Now, to explain how we are able to give you the finest quality





lithography at such remarkable prices . . .

There is no mystery to it—just good, well-planned business . . . **VOLUME BUSINESS.** We save you money, give you a better job, because of our unexcelled facilities, efficiently planned production, quantity buying, tremendous volume.

Stecher-Traung's plants in Rochester, N. Y. and San Francisco, Calif. are two of the largest, finest lithograph plants in the world . . . two of the most modern . . . two of the most complete . . . and each is self-contained.

Both plants are equipped to handle every operation from start to finish *under one roof*. A score of skilled artists and expert color photographers are at your service. We coat our own paper, grind our own inks (nearly a million pounds a year), do our own varnishing and other finishing operations. Our battery of giant 4-Color Offset Presses is the largest in the country. Stecher-Traung serves the honor-roll of American business with an annual

volume of lithography running into several millions of dollars.

All of this results in the most efficient, large-scale production and a saving in effort and time for you, besides insuring the most confidential treatment of your work. And the saving in cost means you can have beautiful, dramatic, sales-boosting **FULL Color** material without spending a cent more than you usually pay for only 2 colors.

But — *more than that* — we can give you this economy on *small quantities* as well as on large quantities because of our unique **FULL COLOR "Gang Run" Service**—the only service of its kind in the country. Many small jobs of the same type are combined on one large sheet to give you the economy of large-press operation. We are continuously putting "Gang Runs" on the presses for all types of advertising material, assuring you of speedy service.

We have offices in leading cities and fifty representatives ready to serve you no matter where you are located. Ask to see samples of our work and get quotations on your jobs.

Get This Free Book

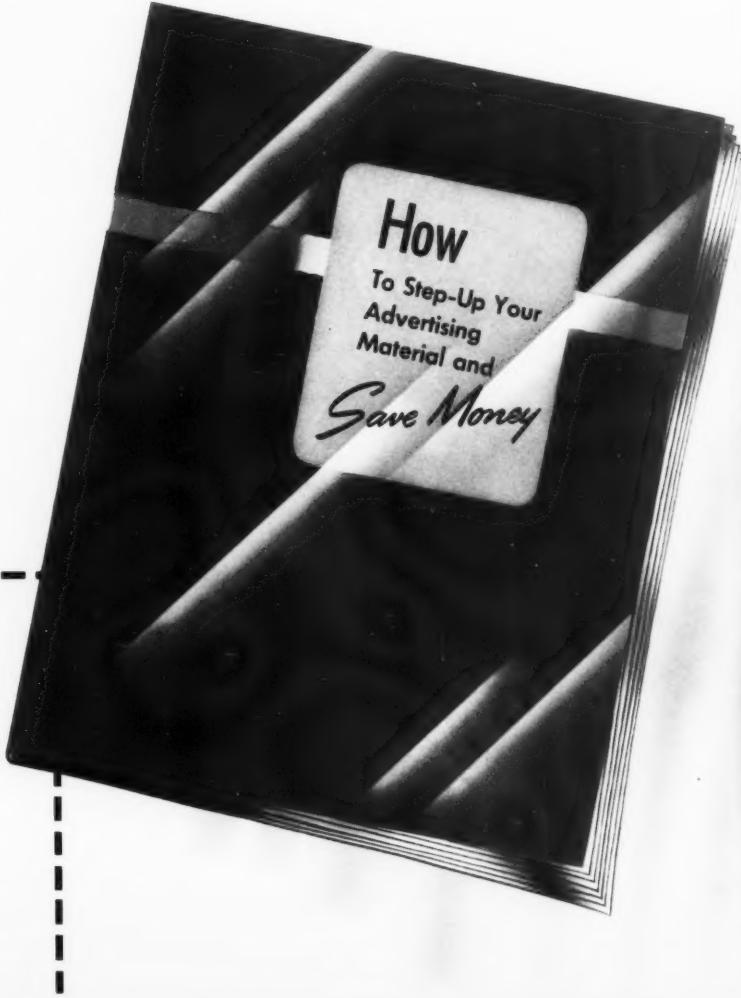
This 36-page book, just off the press, gives you a wealth of information on "How to Step-Up Your Advertising Material and Save Money." It explains the use of Full Color, contains Color Charts, shows the many kinds of Color Illustrations, gives pointers on how to lay out Consumer Folders and tells more about our service. A time and money-saver for you and your organization! And it's yours FREE. Simply write us or fill in the coupon and mail today.

STECHER-TRAUNG LITHOGRAPH CORPORATION

ROCHESTER, N. Y.

SAN FRANCISCO, CALIF.

BALTIMORE COLUMBUS LOS ANGELES PORTLAND, ORE.
BOSTON DETROIT MACON PROVIDENCE
CHICAGO HARLINGEN NEW YORK SACRAMENTO
CLEVELAND HOUSTON OAKLAND ST. LOUIS
 SEATTLE



STECHER-TRAUNG LITHOGRAPH CORPORATION, Department 701
274 North Goodman St., Rochester, N. Y.
600 Battery St., San Francisco, Calif.

Please send a copy of your new 36-page, Illustrated, Full Color Book on "How to Step-Up Your Advertising Material and Save Money"—free of charge and without obligation.

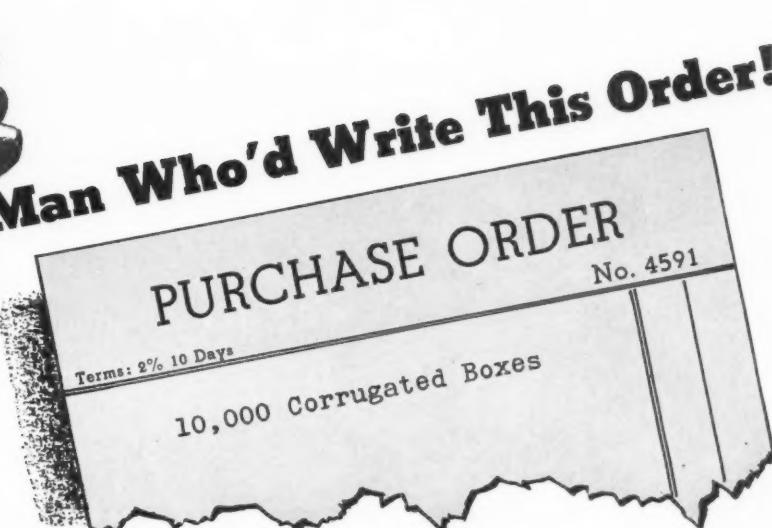
Name _____ Title _____

Firm _____

Address _____

City _____ State _____

You'd Fire the Man Who'd Write This Order!



NOW!

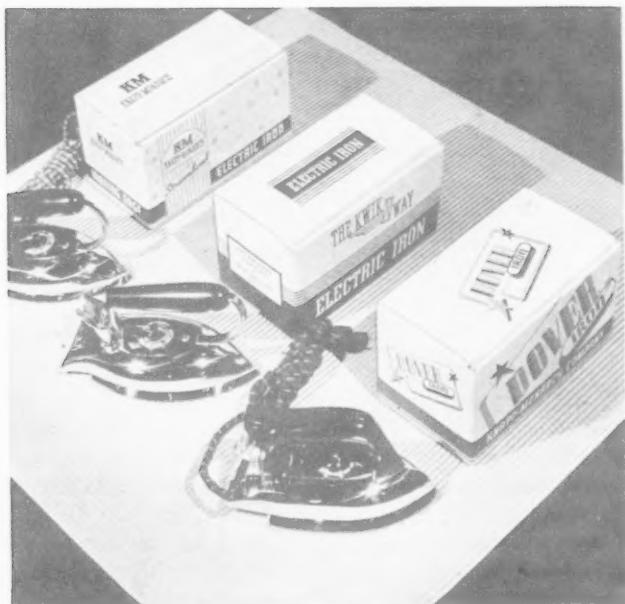
**YOUR PACKAGING
DOLLAR CAN BUY
H & D PACKAGE
DIVIDENDS**

A Good, Sound Merchandising Idea

Triple Use: { (a) For Display
(b) Gift Merchandising
(c) Re-use by Customer

A Colorful, Modern Package Design

A "Stock" All-Over Pattern



No, it isn't necessary to specify on your purchase order all the "package dividends" you expect for your money. It would take a pretty sizeable order form. And besides, the men in the H & D Package Laboratory always take it for granted that you want *the best possible combination of the greatest possible number of extra values* in your corrugated box.

Here illustrated is a good idea for increasing sales for an electric iron. A hundred-and-one other manufacturers can adapt the same idea to the merchandising of their own products.

You can see illustrations of other boxes which incorporate H & D Package Dividends by writing today for your copy of the helpful portfolio "Close-ups."

HINDE & DAUCH

4114 Decatur St., Sandusky, O.



Better See  Authority on Packaging

FACTORIES: BALTIMORE • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DETROIT • GLOUCESTER, N. J. • HOBOKEN, N. J.
KANSAS CITY, KANS. • LENOIR, N. C. • MONTREAL • MUNCIE, IND. • RICHMOND, VA. • ST. LOUIS • SANDUSKY, OHIO • TORONTO

YOU'RE FACING A CRISIS IN THE BATTLE OVER THE FOOD DOLLAR

Glass will bring you out on top!



SUPER MARKET METHODS HAVE ENORMOUSLY INCREASED "IMPULSE BUYING"... 50¢ in every dollar is now spent on impulse...today, as never before, your packages are out on their own, depending largely on outward appearance to create the impulse that makes the sale. So, if you want to WIN this battle over the food dollar...give your fruits and vegetables the proven selling superiority of glass containers over less attractive, less REVEALING packages



Your fruits and vegetables CAN be their own best salesmen... when the shopper SEES them in all their appetizing natural colors, through a gleaming glass container. The housewife instinctively favors glass...she sees actual size, color, quantity, texture and quality at one glimpse...and YOU avoid all the expense of lithographed labels and complicated descriptions that are only a poor substitute for the real thing. To see your own products transformed by glass-packing will be a revelation...we suggest you take advantage of our offer on the following page.*

Merchandising Leadership...For Only a Penny... Glass packing immediately puts you in a predominant merchandising position, gives you a decided edge over competition. You can dramatize glass...give a new, colorful and convincing character to your whole promotion program...in store display material, poster advertising, publications. More...glass-packing will stimulate your whole distribution set-up, from your own salesmen...to wholesale distributors...to retail personnel...including the assurance of a preferred display position in the store. Yet—switching from your present method of packing to glass adds no more than a penny per unit to the selling price. Ask us to give you all the facts and figures.

There's still time to change to glass for this season's pack...we suggest, however, that you act promptly so you can begin now to secure the new outlets that open up when you switch to glass.



FACTS FOR THE MAN WHO WANTS TO KNOW...

How does glass handle on the production line? With the new Anchor-Hocking Steam Vacuum Capping Machine you can seal from 100 to 125 units a minute.

How about breakage? Modern glass manufacturing processes have developed lightweight glass of a toughness and strength that permit safe handling with the same speed and ease as other less desirable types of containers.

How about freight rates? They are the same for glass-packed foods as for foods packed in tins, in either carload or less-than-carload lots.

Is switching over to glass a complicated process? No...the simplified Anchor Hocking



THIS IS THE PACKAGE... This is the package recommended by Anchor Hocking for vacuum-packing fruits and vegetables in glass. The jar is sturdy, yet light-weight—with a stipple design at the base. The Anchor Hocking AH-N Cap assures a dependable vacuum seal, applied economically and quickly with our new high-speed automatic steam vacuum capping machine. May we send you samples of these Caps and Containers and a folder illustrating and describing the new capping machine?

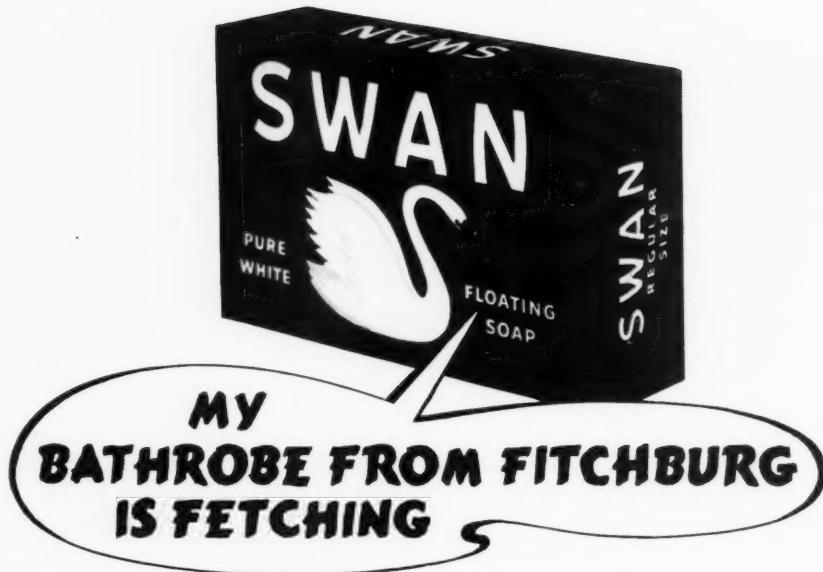
***TAKE ADVANTAGE OF THIS OFFER...** Send us two packages each of your products as they are now packed. Without cost or obligation, we'll repack them in attractive Anchor Hocking Glass Containers, seal them under vacuum with Anchor AH-N Caps, and return for your consideration—with all the facts and figures you require. This will give you the opportunity to get reactions from your jobbers, your sales and production men and make any other tests you desire.

procedure assures quick, easy transition to glass. Everything you need is provided...attractive, light-weight, inexpensive containers, highly efficient steam-vacuum-applied pry-off caps, a new high-speed, straight line Steam Vacuum Capping Machine...and a simplified, dependable processing system. Furthermore, our packaging engineers are available to supervise the entire job of installation, including your initial pack.

What advantages does ANCHOR HOCKING offer? A complete packaging service...the convenience, responsibility and economy of one source of supply...simplified procedure of transition...free counsel of package designers, analysts, sales promotion and merchandising experts...plus the cooperation of a large, stable organization, with a staff of expert packaging engineers for installation, supervision of initial operation, and after-sale assistance where necessary.

ANCHOR GLASS
HOCKING CAPS

ANCHOR HOCKING GLASS CORPORATION
LANCASTER, OHIO



Of course, I don't wear my lovely blue and white wrap in the water. But it is fetching attention . . . everywhere. I already get along swimmingly with millions. My Alkali Proof foundation helped my designer and lithographer no end. I know now, why it is said that those Fitchburg folks have the patience and pulp, the equipment and experience to solve packaging problems. They certainly do help to make sales producing wraps. It's no wonder the nation comes to consult with Fitchburg about the largest and smallest, the toughest and the easiest packaging jobs. Why don't you get in touch with them today? They will tell you about an inexpensive way to most becomingly gown your product in a Fitchburg Finish wrap.

Fitchburg Paper Company

THE CONVERTING PAPER DEPARTMENT OF THE PACKAGING INDUSTRY
FITCHBURG ★ ★ MASSACHUSETTS

► KIMBLE CONTAINERS

For Assurance
IN PACKAGING...



GLASS SHELL VIAL

For A NEW VERSION OF YOUR OLD PACKAGE
A RAPID ACCEPTANCE OF YOUR NEW PRODUCT Consult
Kimble



- ✓ PERMANENT TRANSPARENCY
- ✓ LIGHT IN WEIGHT
- ✓ CONVENIENT TO CARRY
- ✓ FULLY ANNEALED

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO

BOSTON • INDIANAPOLIS

© 1947 KIMBLE GLASS CO.

With a product like ours, Tom, it's

Packaging Insurance



TAILOR-MADE

ALSECO
SEALS

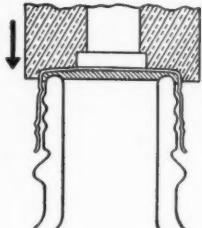
ALUMINUM SEAL CO., 1345 THIRD AVE., NEW KENSINGTON, PA.

"With a product like ours, the closure has got to be good. And, Tom, we've found that the Rolled-On method by which Alseco Seals are applied, is 'packaging insurance.' It assures us that our product is going to be *right* when Mr. Consumer opens it up.

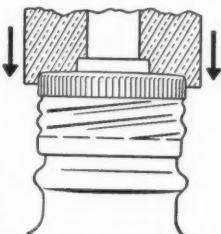
"You see, it eliminates the risks of misfit caps because it gives us a tailor-made seal on every single bottle, 'min' or 'max.' Believe me, Tom, those Alseco Seals really *seal!*"

"And it's easy to see why. In the Rolled-On method, the threads are formed *after* the seal is uniformly seated on the bottle. And the threads on the bottle itself act as the pattern. Here...look at these diagrams!"

HOW THE ROLLED-ON METHOD WORKS



Plain-skirted Alseco Seal is uniformly seated. Under stationary top pressure, bottle lip is imbedded in liner evenly all around.



Then, to hold that seal securely, threads are Rolled-On, using the bottle's own threads as the pattern. At the same time, in the case of Alseco Pilfer-Proofs, the locking ring is Rolled-On. Possibility of leakage or evaporation is reduced to minimum. Alseco Seal stays tight, but opens easily because it is tailor-fitted.

There are many types of Alseco Seals applied by the Rolled-On method. Distillers have found the R-O and the Pilfer-Proof most suitable. Alseco Machines apply these seals automatically at speeds as high as 250 bottles per minute.

DEFENSE COMES FIRST

The urgent requirements of National Defense have limited the amount of Aluminum available to us for seals. Temporarily, some types of Alseco Seals are being supplied in metals other than Aluminum.

However, Aluminum production capacity is being rapidly expanded. When the emergency is past, there will be more Aluminum available for seals than ever before.

Trade Mark Reg. U. S. Pat. Off.

Are you Getting all 4?



WE have a select clientele . . . a clientele that applies good sound horse sense to business. They know that ACE cartons carry their items of merchandise effectively and efficiently.

But what they come to us for *most* . . . what they *buy* . . . and what they *get* are BRAINS . . . intelligence, vision, craftsmanship and common sense applied to *Creative Design, Practical Planning, Exclusive Styling, and Built-In Sell Appeal*.

All of which results in cartons and displays which really *sell* . . . cartons which build business . . . cartons which cost *far* less in the end.

A letter outlining your folding carton problems will be intelligently answered.

ACE PUTS THE *Sell* IN CARTONS



ACE

Cartons

ACE CARTON CORPORATION

2544 South 50th Avenue, Cicero, Illinois
Folding Paper Cartons • Folding Displays • Display Containers

WHAT IS *Duraglas* ?

TRADE-MARK
REG. U. S. PAT. OFF.

YOU have seen our Duraglas advertisements in national magazines.* Now let us explain Duraglas more fully, point out its advantages to you in this industry.

Duraglas is not an advertising catchword casually adopted for our containers. The mere addition of a name to containers adds nothing to their quality.

No—Duraglas is far more than that. Duraglas is the trade-mark that symbolizes the fruition of a glassmaking technique developed by scientific research. Only after our technique reached the perfection we set for ourselves, did we give it the name Duraglas.

A Step Forward for an Age-Old Industry

Duraglas is no overnight discovery. There is no "secret ingredient." But the Duraglas method—a milepost in the technological progress of an industry 5,000 years old—does represent epoch-making advances in every step of producing glass containers. Duraglas cannot be duplicated without painstaking research, special equipment and the experience which comes from making more glass containers, year after year, than any other manufacturer.

Duraglas Means a Better Container

To containers made by this technique, we give the name "Duraglas." They have greater

strength and durability. In the case of returnable containers—milk, beverage and beer bottles—Duraglas results in longer life and lower trip costs. In one-trip containers, the strength of Duraglas makes possible lower weight, with resulting important economies. Where safe delivery of contents is paramount, Duraglas bottles offer greater confidence.

Duraglas brings better packaging not only to industries that normally use glass, but to hundreds of others whose products would serve and sell better in glass containers.

Duraglas is to Glass What Sterling is to Silver

We have established for Duraglas a standard to be zealously guarded.

Although most of the containers we now make are Duraglas, some few are not. Good containers though they are—the equal certainly of others in their fields—they are not yet called Duraglas. For each container group presents special problems; and month by month, as the Duraglas method is fitted to these containers, they will be awarded the trade-mark "Duraglas."

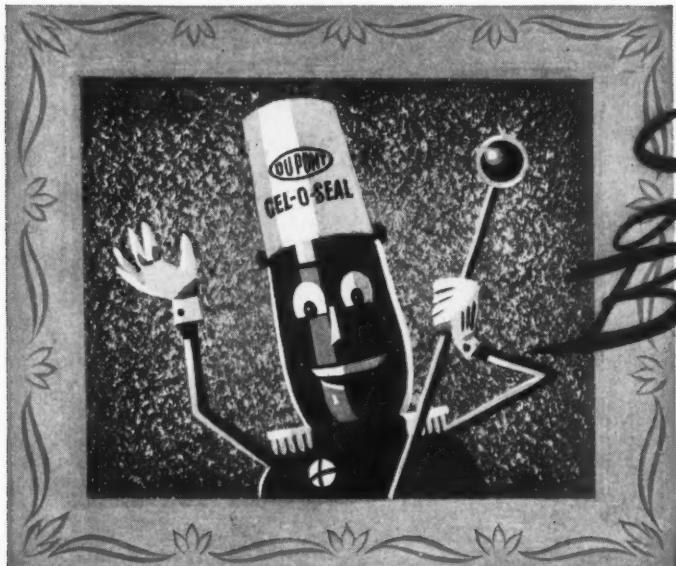
The Duraglas standard . . . fixed, not by law as is sterling, but by our experience and integrity . . . gives new meaning to our slogan—"First in Glass."

Owens-Illinois Glass Company, Toledo, Ohio.

*In *The Saturday Evening Post*, *Collier's* and *Life*



OWENS-ILLINOIS GLASS



WHY THIS BAND

Leads the Bottling Parade!

"CEL-O-SEAL" cellulose bands put your package way in front in eye-appeal. They add extra color. Give you a prominent spot on which to display your name or trademark. And help safeguard the contents against tampering and contamination. Yet they cost but a small fraction of a cent per package. No wonder the top brands in the wine, food, drug and distilled spirits fields wear "Cel-O-Seal." We'll be glad to sample-seal your package for you. May we suggest you have one sent now while you're thinking of it?



DU PONT
CEL-O-SEAL
TRADE MARK
BANDS
Sold by
E.I.DU PONT DE NEMOURS & CO. (INC.)
 "CEL-O-SEAL" SECTION
 Empire State Building, N.Y.C.
ARMSTRONG CORK COMPANY
 GLASS & CLOSURE DIV., Lancaster, Pa.
I.F. SCHNIER COMPANY
 683-89 Bryant Street, San Francisco, Cal.

How to win PRAISE and influence SALES



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for Arrow to make!

Arrow has the experience
and creative facilities to *take*
your suggestion or *make* the sug-
gestion—and whip it into sound,
practical, provocative form.

If you want to win praise
and influence sales with your
display boxes and counter dis-
plays, get in touch with Arrow!

Every step from design
to finished product

ARROW MANUFACTURING CO., INC.

15th and HUDSON STREETS • HOBOKEN, NEW JERSEY

Boxes and displays...in metal...cardboard...wood
...glass...fabrics...leather...imitation leather

Representatives: CHICAGO, George Boergerhoff, 29 E. Madison St. PROVIDENCE, George Roberts, 149 Princeton Ave. PHILADELPHIA, William Libwellyn, 201 S. 12th St.



KIMPAK* CREPE WADDING
DRESSES UP YOUR PRODUCT AS IT
PROTECTS!



KIMPAK ENDS FUSS,
MUSS AND WASTE IN YOUR
SHIPPING ROOM!



KIMPAK ACTS LIKE A SHOCK-
ABSORBER — ITS EXTRA RESILIENCY
CUSHIONS EVERY BLOW!



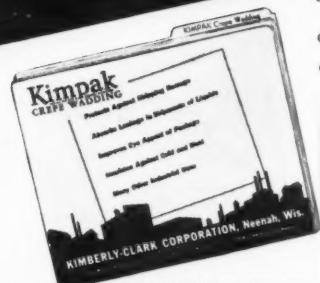
KIMPAK GIVES
MAXIMUM PROTECTION
WITH MINIMUM BULK!



Kimpak
REG. U. S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING
protects your product
dresses your package

THIS FREE PACKING
PORTFOLIO IS WORTH
MONEY TO YOU!

(* Reg. U. S. and Can. Pat. Off.)



Showing how
Stevens & Co.,
Chicago, uses
KIMPAK to pro-
tect its fine gift
packages.



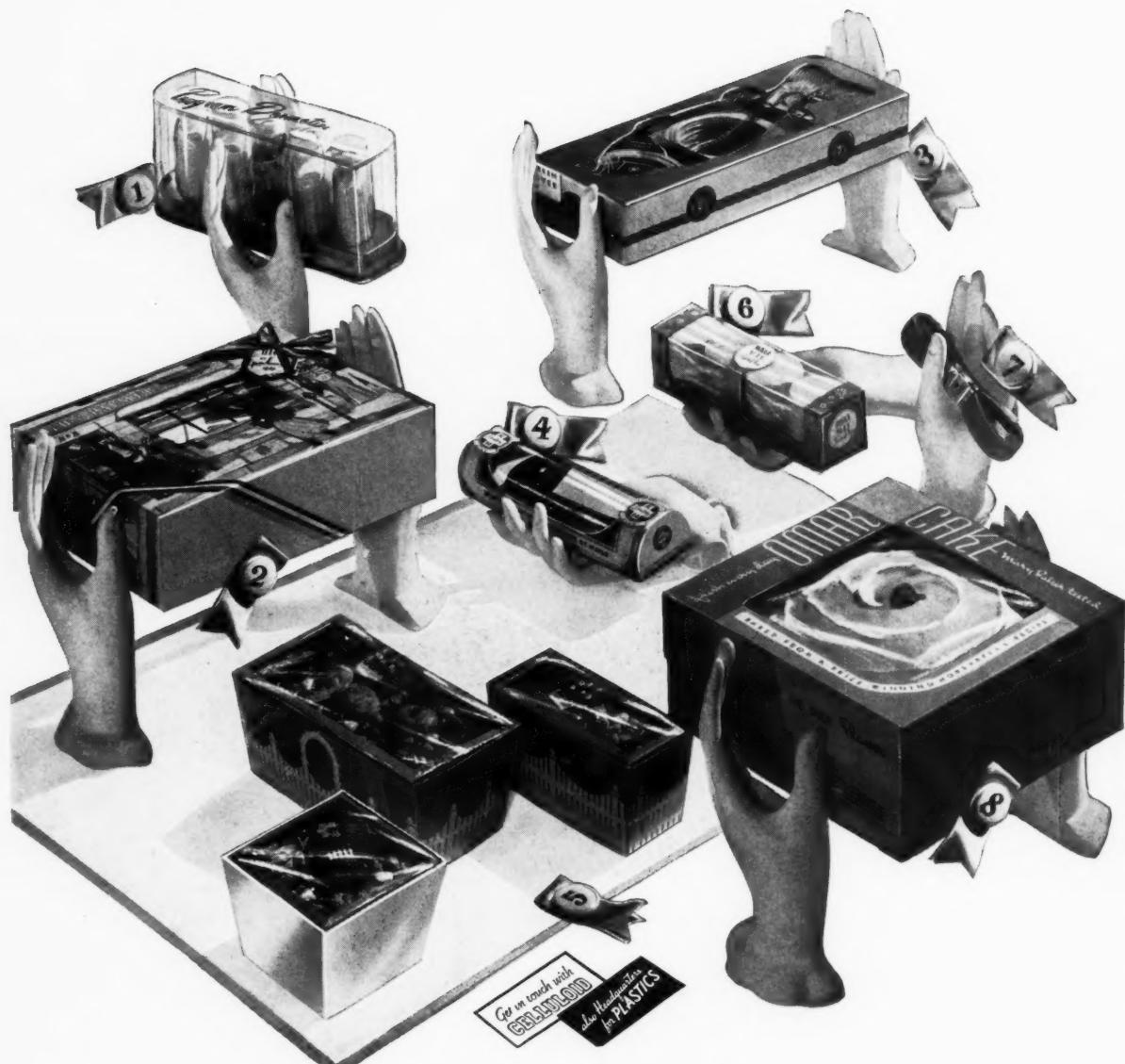
Protect Your Product with KIMPAK'S "Shock-Absorber" Action!

New Free Portfolio gives detailed descriptions on
how to protect with KIMPAK. Send for it today!

• Soft, yet resilient, KIMPAK* acts as a shock absorber for your product in transit... guards against breakage, scratches, "press markings" and surface "burning." It helps protect you and your customers against losses due to shipping damage... saves time and waste motion in your shipping room... and dresses up your product as well.

You buy KIMPAK in rolls, sheets and pads of the thickness and size that meets your needs *exactly*. KIMPAK is inexpensive, light-weight, flexible... as easy to use as a piece of string. Since KIMPAK absorbs 16 times its own weight in moisture, it more than meets government postal regulations regarding shipping of liquids.

Don't delay. Mail the coupon below for definite suggestions on how KIMPAK can help you, and for free samples for testing.



CELLULOID CORPORATION'S

LUMARITH PROTECTOID

REG. U. S. PAT. OFF.

Wins Packaging Prizes Again!

Winners in the ALL AMERICA PACKAGE COMPETITION

1. **Program Dermetics Smart Set**—Designed by Korda Graphics, N. Y. C.—made by Union Specialty Co., Plainfield, N. J.—for Dermetics, Inc., of Seattle, Wash., and N. Y. C. Awarded Honorable Mention in Rigid Transparent Container Group.
2. **American Memories Perfumery Depop Package**—Made by Carl Voss Corp., 1100 Adams St., Hoboken, N. J.—for Solon Palmer, 374 Pearl St., N. Y. C. Top Award Winner in Set Up Paper Box Group.
3. **Green River Fishing Line**—Made by Waterbury Paper Box Co., 155 S. Leonard St., Waterbury, Conn.—for U. S. Line Company, Westfield, Mass. Awarded Honorable Mention in Set Up Paper Box Group.

Winners in the 5 & 10 COMPETITION

4. **K-M Sanitary Pipe**—Made by The Royal Pioneer Paper Box Co., Phila., Pa.—for The Lee J. Morris Co., 699 Broadway, N. Y. C. Won "Greatest Counter Display" Award in Novelties & Miscellaneous Division.
5. **3 Mulford Indoor Bulb Garden Packages**—Made by Gardner-Richardson of Middletown, Ohio—for Hewett P. Mulford & Company, Lebanon, Ohio. Given

"Greatest Merchandising Value Gained From Packaging Design" Award in Novelties & Miscellaneous Division.

6. **Dora May Pat A Day Package**—Made by Robertson Paper Box Co., Montville, Conn., for Dora May Co., Inc., N. Y. C. Awarded prize for "Greatest Merchandising Value Gained From Packaging Design" in Toilet Goods and Drug Sundries Division.
7. **Crinkle-Tie Ribbon Package**—Made by and for The Chicago Printed String Co., 3230 Logan Blvd., Chicago, Ill. Won Award for "Best Use of Materials" in Novelties Division.

Winner in the PENNSYLVANIA PACKAGING FUTURAMA (Pa. Bakers Assoc.)

8. **Omar Cake Carton**—Made by Sutherland Paper Mills of Kalamazoo, Mich.—for Omar, Inc., of Indianapolis, Omaha, Milwaukee, and Columbus.

CELLULOID CORPORATION, 130 Madison Ave., N. Y. C. Sole Producer of Celluloid, Lumarith and Lumarith Protectoid. (Trademarks Reg. U. S. Pat. Off.)



RING IN ON NEW Christmas BUSINESS

WITH NASHUA HOLIDAY PAPERS

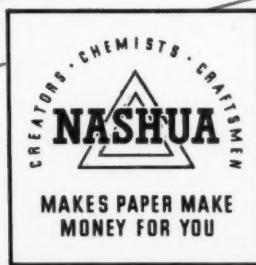
Just look at the new Christmas wraps on the other side of this page -- and think of the package-appeal your products will have next December if you decide on Nashua papers today!

Here are strikingly original designs so sparkling with holiday allure that they're bound to catch the eye -- start the urge to buy in any Christmas shopping crowd. For many holiday seasons such Nashua wraps as these have helped boost Christmas sales. Let Nashua's creators, chemists and craftsmen help you to make more money this Christmas!

Send today for our 1941 Sample Book of Holiday Papers.

NASHUA GUMMED AND COATED PAPER COMPANY
DEPT. M-4 • NASHUA, NEW HAMPSHIRE

SEND TODAY FOR OUR 1941 SAMPLE
BOOK OF HOLIDAY PAPERS



Look for the Triangle **NASHUA** Sign of a Nashua Value



When only the best will do...

Very often it's more than sentiment that dictates the choice of a particular box of candy. Appearance of the metal container is a potent factor. Color, design, general good looks are taken as indication of the excellence and high quality of its contents.

BethColite, made by Bethlehem Steel Company, is cold-reduced tin plate especially well-adapted to color lithography. Its dense, uniform tin coating is carefully cleaned of all surface oils. Brilliant, complicated designs are reproduced in all their

original beauty and glowing color. Of almost equal importance is the unusual ductility of BethColite which successfully permits drastic forming operations.

The uniform high quality of BethColite has led to its specification by many users of lithographed containers, whether their product is confectionery, talcum, tobacco or tennis balls. Specifying BethColite will go far toward assuring for your containers the increased shelf-appeal that leads to increased sales.

Bethcolite

COLD-REDUCED TIN PLATE MADE BY



SOLUTIONS TO CLOSURE PROBLEMS



EMBOSSED-TOP CORKS . . . one of many types of cork closures made by Mundet. Our broad experience with cork sealing is yours to profit from.



These Mundet offices and representatives give you prompt service

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CINCINNATI
427 W. 4th St.
CLEVELAND
Britten Terminal, Inc.
DALLAS
505 Southland Annex
DENVER
The Stone-Hall Co.
DETROIT
335 W. Jefferson Ave.
HOUSTON
Commerce & Palmer Sts.
JACKSONVILLE, FLA.
Laney & Delcher Warehouse
KANSAS CITY, MO.
1428 St. Louis Ave.
LOS ANGELES
1850 N. Main St.
LOUISVILLE
Kentucky Bottlers Supply Co.
MEMPHIS
Memphis Bonded Warehouse
NEW ORLEANS
432 No. Peters St.
PHILADELPHIA
2226 Arch St.
ST. LOUIS
2415 S. Third St.
SAN FRANCISCO
440 Brannan St.
Also J. C. Millert Co.

In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Ave., Toronto

VARIETY...for Choice

PREFERENCE VARIES between styles of closures, just as sealing requirements vary for different kinds of products packaged in glass. Mundet Closures include *all* styles and *all* types that may be required for most effective sealing of your bottled products—that is why it pays to consult Mundet for unbiased suggestions. Mundet's specialty is *cork sealing*—provided in the form best suited to your individual needs. Whether you have one product to seal or a whole line—let Mundet recommend a most practical and economical solution to the problem.

- Write to us today. Mundet Cork Corporation, Closure Division, 65 S. Eleventh St., Brooklyn, N. Y.

MUNDET Closures

MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS



Beauty is Skin deep

The beauty of a package—its appeal to the buyer's eye—is of proven value in creating "impulse" sales. But beauty is only skin deep, and your profit-making repeat sales depend on what the buyer finds beneath your package's beautiful exterior.

Most Riegel Papers are designed for "repeat-sales-appeal". Their beneath-the-surface function is to preserve the fine qualities of a product until it is consumed. Over 230 different varieties are being used by sales leaders in many fields. They are able to prevent loss of moisture, to preserve crispness, to guard against rancidity, leakage, breakage, mold and to counteract various other conditions that might stifle repeat sales.

Write for complete information and investigate our ability to help you produce a package combining these four important profit factors—appearance, protection, production efficiency and economy.

RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK, N. Y.

RIEGEL PAPERS

"I'm just *fine*, thank you..."



EDWIN A. ROBERTS

Mrs. Williams feels fine, thank you. She is one of the thousands who know from experience that *cancer in its early stages can be cured*. You can help others to health by aiding the Women's Field Army of the American Society for the Control of Cancer. Enlist in your local unit now! *Help save lives.*

AMERICAN SOCIETY FOR THE CONTROL OF CANCER

350 Madison Avenue • New York City

If a resident of New York City or the Metropolitan area, address New York City Cancer Committee, 130 East 66th Street. Package labels and the Quarterly Review will be sent to you for your dollar.





DRAMATIZATION. Modern sales-psychology says, "Use pictures to project ideas." No wonder then, that smart package designers are turning more and more to the pictorial motif to sell the product in the container.

As a pioneer in creating packages that sell, Continental long ago sensed the possibilities of dramatization. The suggestions

shown here illustrate the imagination and skill of Continental's artists, at your service should you need their help.

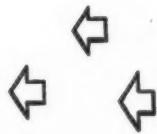
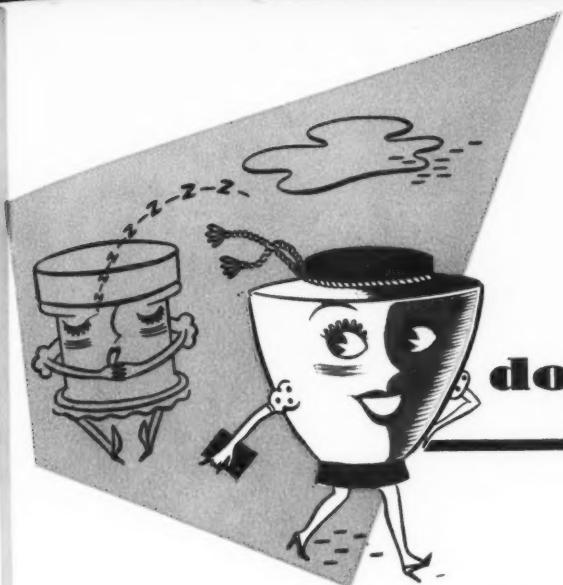
But correct design is only the beginning of successful packaging. Perfect reproduction is also essential. The craftsmanship of Continental engravers, masters of the art of lithographing on metal, is your assurance of excellence no matter how intricate the design.

One of a Series Devoted to Packaging Ideas. Copyright 1940 by Continental Can Company, Inc.

• **CONTINENTAL CAN COMPANY**

NEW YORK • CHICAGO • SAN FRANCISCO • MONTREAL • TORONTO • HAVANA





does your package

get around?

OR IS IT the wallflower type, sitting on the shelf waiting for someone to take it out?

Your package has a personality. And it's just as important to the success of your product that the package have the kind of personality that wins friends and influences customers, as it is that your salesmen be well-liked by *their* customers.

Glass is attractive. And especially so in the hands of designers who know its possibilities. Carr-Lowrey designers, for instance, create flint glass bottles and opal jars with just the proper appeal to bring their contents to their market. Hundreds of Carr-Lowrey packages

are lending selling force to nationally famous products in the food, drug, cosmetic and household specialty fields.



Interesting product of "3-point" service is this graceful cologne bottle topped with a glass closure to complete the ensemble.

CARR-LOWREY
3-Point Service



creates

- 1 PRACTICAL
- 2 ATTRACTIVE
- 3 ECONOMICAL

glass packages for foods, drugs, cosmetics, household products.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue

Chicago Office: 1502 Merchandise Mart

A.B.C. REPORTS AS A CONTINUING RESEARCH

FACTS AS A GUIDE
TO BETTER PUBLISHING

WHO - WHAT PRICE - WHERE - HOW MANY - HOW MANY RENEW

FACTS THAT PROTECT
ADVERTISING INVESTMENTS

WHAT? A PERPETUAL SURVEY?

Yes, and it covers every subscriber!

GETTING direct, periodic reactions of subscribers and making editorial use of facts so obtained is one of the important ways to build and maintain specific kinds of readership on a solid foundation.

But—

Who are the readers attracted by this publishing policy? What do they pay for the publication? Where are they located? How many? How many renew?

A. B. C. reports tell all that and more. They are gold mines of information for those advertisers who want to buy space intelligently and wisely.

This verified data also gives us, as publishers, a

true picture of reader reaction. For instance, if the number of subscribers in a certain classification has dropped we can find out why and correct the cause. Thus nearly every paragraph in an A. B. C. report is a guide to action and improvement.

Our membership in the Audit Bureau of Circulations does more than provide for advertisers verified facts about our circulation figures and methods.

A. B. C. reports represent a continuing research of readership that helps us in our work of publishing a constantly improving business paper. Both results are essential to the best interests of advertisers.

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Paid subscriptions, renewals, evidence of reader interest, are among many facts in A. B. C. reports that are definite guides to effective media selection. When you buy space in A. B. C. publications your advertising is safeguarded by audited circulation. Always ask for A. B. C. reports.

MODERN PACKAGING

Member of the Audit Bureau of Circulations



Ask for a copy of our latest A. B. C. report

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

BY GEORGE--THEY'RE RIGHT...

THIS COATED LITHWITE CARTON CERTAINLY
IS SNAPPIER THAN THE CARTONS WE ARE USING NOW!



**THIS SIMPLE "SIDE-BY-SIDE" TEST CAN SHOW
YOU THE WAY TO BETTER FOLDING CARTONS**

YOU'VE HEARD about *Coated Lithwite*—the revolutionary new carton board. Chances are you've been wondering: *how does this board compare with the board we're now using? Does it print more brilliantly—look crisper?* You can get the answer quickly, and to your own satisfaction, by making a simple side-by-side comparison.

Just send us a set of your original carton engravings. We'll prove them on *Coated Lithwite* (without obligation, of course), and mail the proofs to you. We have an idea that when you set the *Coated Lithwite* carton next to one of your present cartons, you'll see why it will be smart to switch to this finer, smoother coated board. Others have. We suggest you ship us those engravings today.

The GARDNER-RICHARDSON Co.

Manufacturers of Folding Cartons and Boxboard
MIDDLETOWN, OHIO

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

Coated Lithwite

The revolutionary new boxboard
that makes finer cartons possible

... at no extra cost

Never before has there been a boxboard like *Coated Lithwite*. It's made and coated in one continuous operation, by a new, patented high-speed process. Has a smooth, velvety surface that holds up inks more brilliantly—without receding, graying or mottling. Costs no more than many uncoated boards. Investigate this unusual *Coated Lithwite*. It can show you the way to finer folding cartons at no extra cost—or at a substantial saving.



BOSTITCHING



FOR SALES APPEAL. This very pretty package in transparent cellulose illustrates the adaptability of the Bostitch method to creative packaging. It's held together by only a few Bostitch staples, invisible from the front, scarcely noticeable from the back.

FOR PROTECTION. For this package, a firm fastening was essential. No threads or elastics to loosen or glued surfaces to come apart. The Sachet Doll is protected from soiling and damage within her transparent walls.

INVISIBLE STEEL

HELPS BRING
YOUR BEST IDEAS TO LIFE

FOR ECONOMY. "Bostitching" is the use of the right stapling, stitching or tacking machine and the right size and kind of staple to get the most efficient fastening results. Often extra fastening operations and costly hours of slow hand labor are eliminated by Bostitch machines obtained on a rental or liberal "pay as you go" basis.

For complete details, contact your local Bostitch representative or write Bostitch, 56 Division Street, East Greenwich, R. I., or Bostitch-Canada Ltd., Montreal.



Send for free folder, "Bostitch Fastens It Better With Wire"—also, new Bag Sealing Folder now ready—Write today!



BOSTITCH

fastens it better with wire —
GIVES YOU ALL THREE
IN ONE FASTENING METHOD

1. SALES APPEAL
2. PROTECTION
3. ECONOMY

Freedom in Package Design Through Wire Stapling

Placing a small product in a container adapted for open display often requires a high degree of packaging skill and imagination. To do the job well, package designers are aided by a knowledge of all the means and materials which they can command. This is particularly true when it comes to fastening the product to be displayed securely and with sales appeal that will attract attention on the retailer's counter.

In this connection, wire stapling by machines is often the solution of difficult problems. Faster than tacking, gluing, hinging, sewing, hooking, taping, etc.—what is the significance? Stapling machines make displays possible which otherwise would either cost too much or provide inadequate protection for the product.

Among the many wire stapling machines and methods available today, "Bostitching" provides the most scientific approach to any specific fastening requirement. "Bostitching" consists in using the right stapler, stitcher or tacker and the exact size and kind of staple, to get the most efficient fastening results.

Obviously, this involves a very definite engineering service to adapt the right machine to the job. For this reason, the originators of "Bostitching" offer the services of 18 Research Engineers and more than 300 representatives in more than 100 U. S. and Canadian cities and many other countries to bring the numerous advantages of wire stapling into the packaging field.



Using Bostitch machines instead of slow, costly hand methods, the manufacturers of this faucet spray slanted 800 per hour to the display card—securely, safe from pilfering or rough handling, and at the same time leaving plenty of room for the sales message.

Their task is made easier by the fact that nearly 800 different models of Bostitch machines are available for adaptation. Liberal rental, trade-in and budget plans are also offered by this manufacturer to permit packagers to start with small, inexpensive equipment, when desired, and to progress economically to larger, faster machines with generous allowances for their previous investment.

For more complete information, or help in solving any particular fastening problem in packaging and display, write BOSTITCH, 56 Division Street, East Greenwich, R. I.

Advertisement

Modern Packaging

APRIL 1941

VOLUME 14

NUMBER 8

The specification of transparent containers

The Institute of Package Research wishes to acknowledge gratefully the cooperation of numerous individuals and firms in the preparation of this study. Particularly are we indebted to the Eastman Kodak Co., the Monsanto Chemical Co., the Celluloid Corp. and the Container Testing Laboratories for information, working models, laboratory aid and invaluable advice.

* * *

The average packager who first purchased materials and supplies from 10 to 15 years ago, was not confronted with extremely complex technical problems. The products he packed required just as much protection as they do today and they met very similar hazards in storage, handling and shipment.

But the technique of packaging had not advanced far enough to present a very large series of alternatives—alternative materials, structures and protective qualities. In short, the packager of 15 years ago had to purchase materials, in most instances, by rule of thumb since no better rule was available.

In contrast today, in many fields of packaging, laboratory standards of specification could well prevail and the interests of the packager and the package supplier would best be served if such standards were applied in a uniform manner.

Unfortunately, only a small percentage of all packagers follow such specification procedures. Others specify packages and package materials by rule of thumb descriptions—if they make specifications at all.

Perhaps, nowhere in all the packaging industries is this condition more notable than among the purchases of rigid transparent containers. It is but natural that this should be so, since the rigid transparent container is a relative newcomer and many of its techniques in

fabrication are still in the earlier commercial stages of development.

Yet, even so, there is no reason why certain basic specifications could not be introduced by every purchaser and followed by every supplier. The introduction of these specifications would serve to eliminate unfair and distorted price comparisons as between suppliers and would permit the purchaser to actually compare competitive bids in an intelligent fashion.

On the other hand, the purchaser who makes identical specifications to all competing suppliers automatically eliminates the tendency which would otherwise be aroused, for some suppliers at least, to seek to cheapen the container in order to cheapen the price to the purchaser.

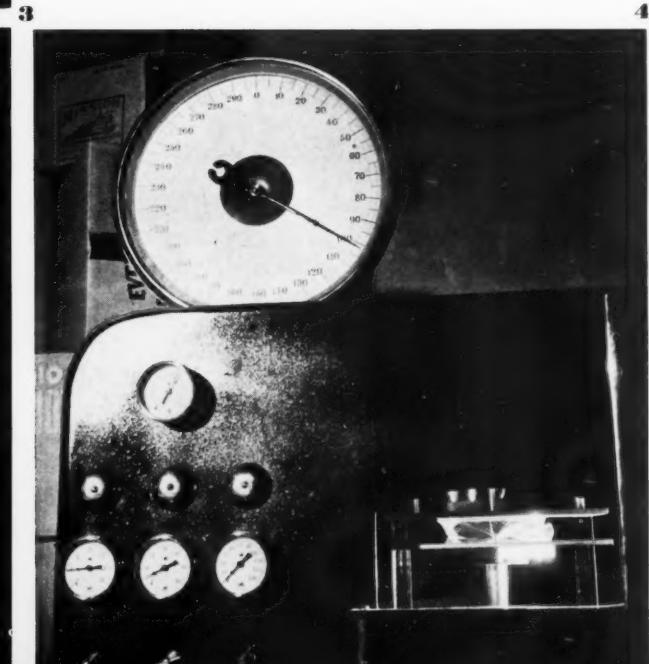
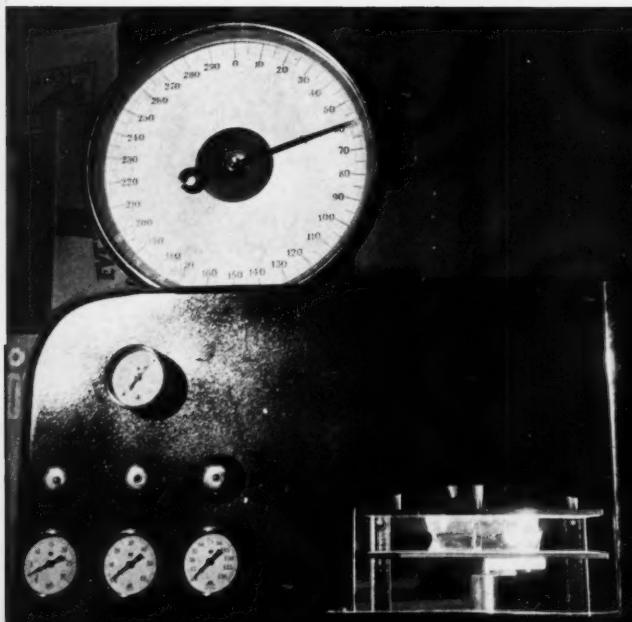
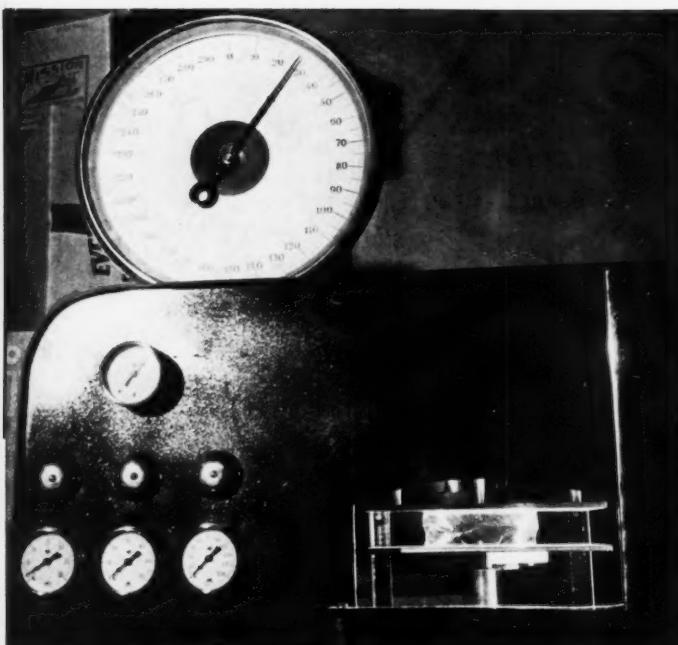
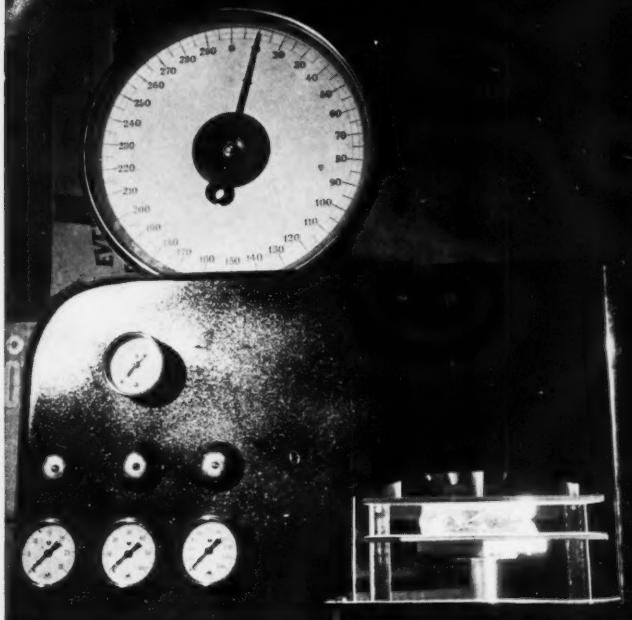
It will thus be seen that adequate specification in transparent container purchase will serve the interests of the entire industry—packager, supplier and material producer—and will serve the consumer as well by eliminating the skimped, weak containers which are insufficiently strong in materials or construction to serve adequately their purpose as merchandise carriers.

Let us examine how the average package purchaser today "specifies" his transparent containers. Let us assume that he calls in three suppliers. Since this is his first entry into a new field, this is quite a logical assumption even though at a later time many firms might tend to concentrate purchases upon a single supplier.

To Supplier A, he says: "Give me a box of this length, width and height to carry this product." Supplier A goes back to his shop and produces a container sample utilizing .010 gauge stock and applying a bead to the exposed edges of both cover and base.

To Supplier B, our packager gives exactly the same information—such and such dimensions to hold a given product. Supplier B goes back and, in all honesty, de-





cides to use a .0075 gauge material with top and bottom exposed edges beaded.

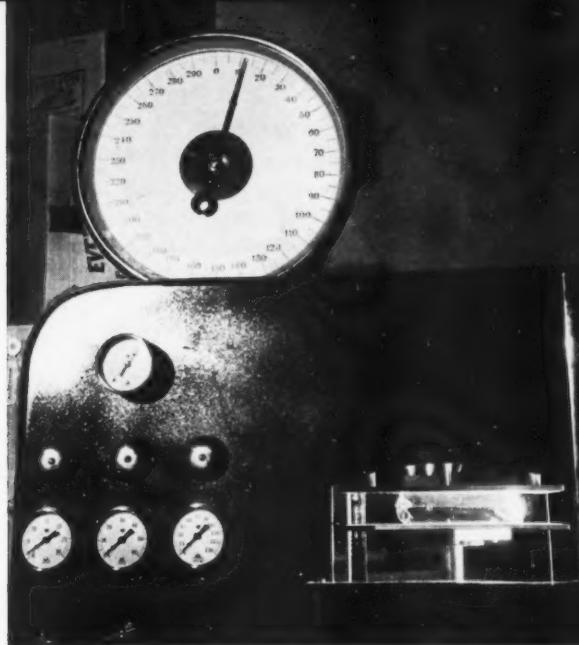
The third supplier goes through the same performance and produces a model container using a .015 gauge material. In view of the heavy weight of his material, he decides to utilize only a bead on the exposed edges of the container top leaving the telescoping edge of the bottom unbeaded.

All three producers submit their bids, probably without reference to the weight of the material they have utilized, since gauge was not within the specifications. The packager in considering the three bids finds No. 2 lower in price, although he seemingly is offering exactly the same container as No. 1. And No. 3, with the highest price, proposes to eliminate one of the nice beaded edges!

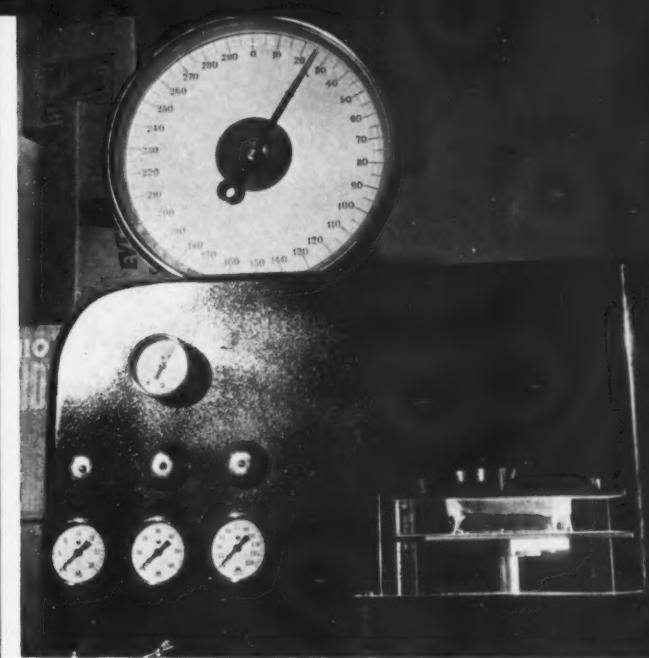
Obviously a selection of producers on such a basis does not represent the highest type of purchasing practice. Failure to specify, in greater detail, produces confusion at its very best. If the worst comes to the worst, it encourages deception and the production of shoddy containers.

With the rigid transparent materials, changes in weight of material and structure of container, produce substantial differences in the strength of the container. Yet, to the eye, these differences are not readily apparent. Hence in this field, even more than in other industries, it is essential that the purchaser first create, with his suppliers, the package that will do the desired job. Having carried through that first step, he may

Series A—circular trays. Photos 1 through 4 show rigid transparent trays in gauges .005, .0075, .010 and .015, respectively. Large dial indicates the load in pounds required to cause collapse of trays in each gauge. Note the increasing pressure necessary to cause distortion in relation to the gauge of material used. Trays used in the test were identical in everything but gauge. Each tray was 5 in. in diameter and $1\frac{3}{4}$ in. deep.



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Series B—rectangular containers. Photos 5 through 8 show transparent rectangular boxes subjected to an experiment similar to Series A. The boxes are in gauges .005, .0075, .010 and .015, respectively. Here again the large dial indicates the load in pounds required to cause collapse of boxes in each gauge. And here again the lesser gauges show distortion under lesser pressure than the thicker gauges. Each transparent container measures 4 in. by 5 in. Each base is $1\frac{3}{4}$ in. deep and has a $\frac{3}{4}$ in. deep top.

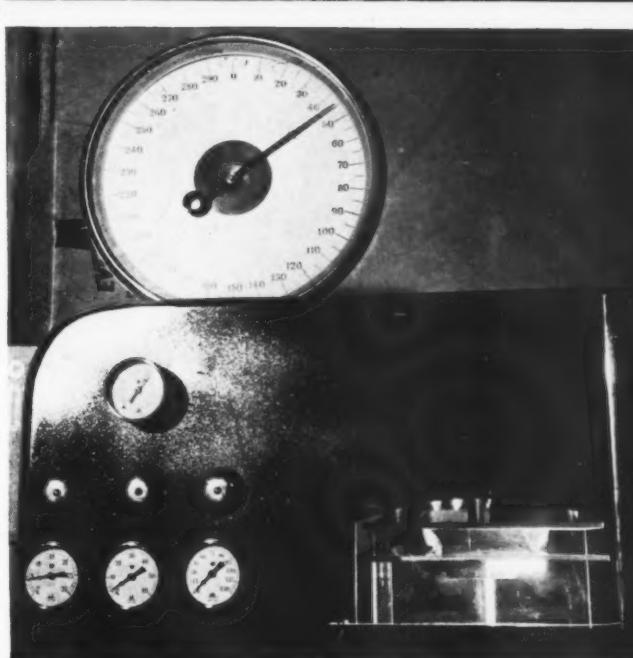
then logically seek several suppliers to quote prices on the basis of complete structural and material specifications. Such quotations will then disclose true competitive prices for identical packages and will reflect the relative production efficiency of the various bidding suppliers.

In Series A, we have tested circular trays, identical in everything but gauge. Each tray was 5 in. in diameter and $1\frac{3}{4}$ in. deep. The .005 gauge tray and the .0075 tray were given a $\frac{1}{16}$ in. bead. An $\frac{1}{8}$ in. bead was used on the .010 and the .015 gauges. The .020 material was eliminated from this series as too rigid for consideration.

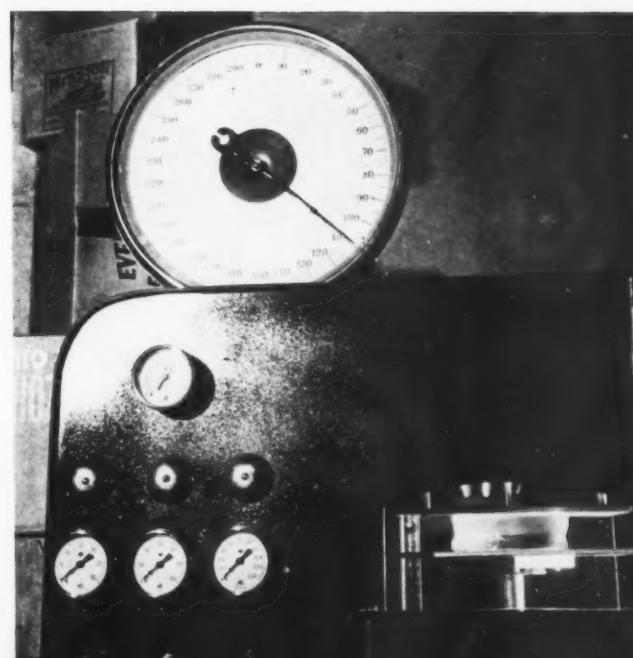
Similarly .003 gauge has been eliminated from all three series as too flimsy to be fabricated or accurately tested in any of the chosen containers.

In Series B, the same procedure has been followed with rectangular containers. In this series, each container measured 4 in. x 5 in. Each base was $1\frac{3}{4}$ in. deep and had a $\frac{3}{4}$ in. deep top. But gauges ran through a range from .005 through .0075, .010 and .015.

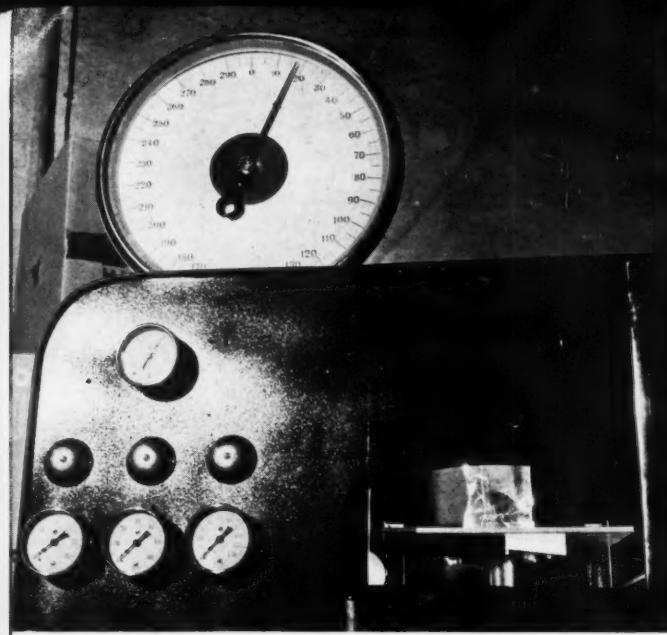
How great a difference changes in gauge make in a transparent container is demonstrated by the series of tests here illustrated. In Series C, cylinder containers are compared under distortion and crush testing. Each container in the series is 3 in. in diameter and $6\frac{1}{4}$ in. long. Each was beaded at both ends. Each had a $\frac{1}{2}$ in. deep .010 gauge drawn cap on each end. But the containers differed in the gauge of the materials



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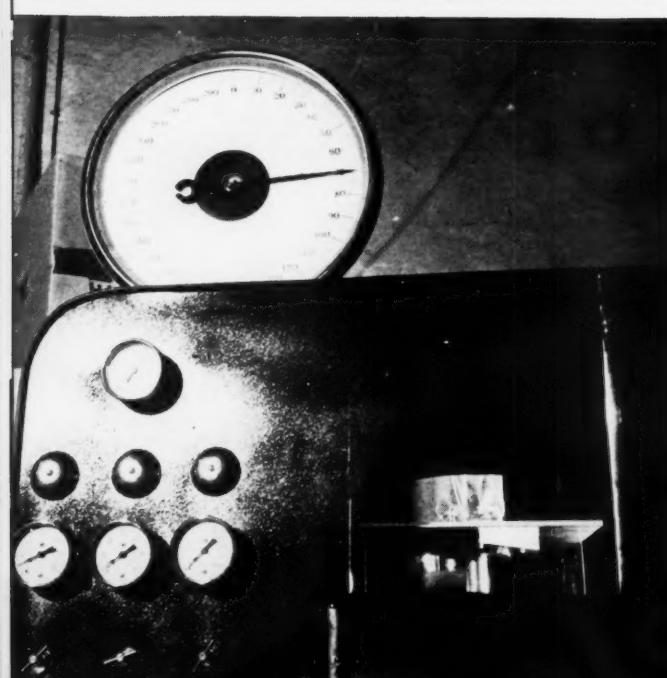
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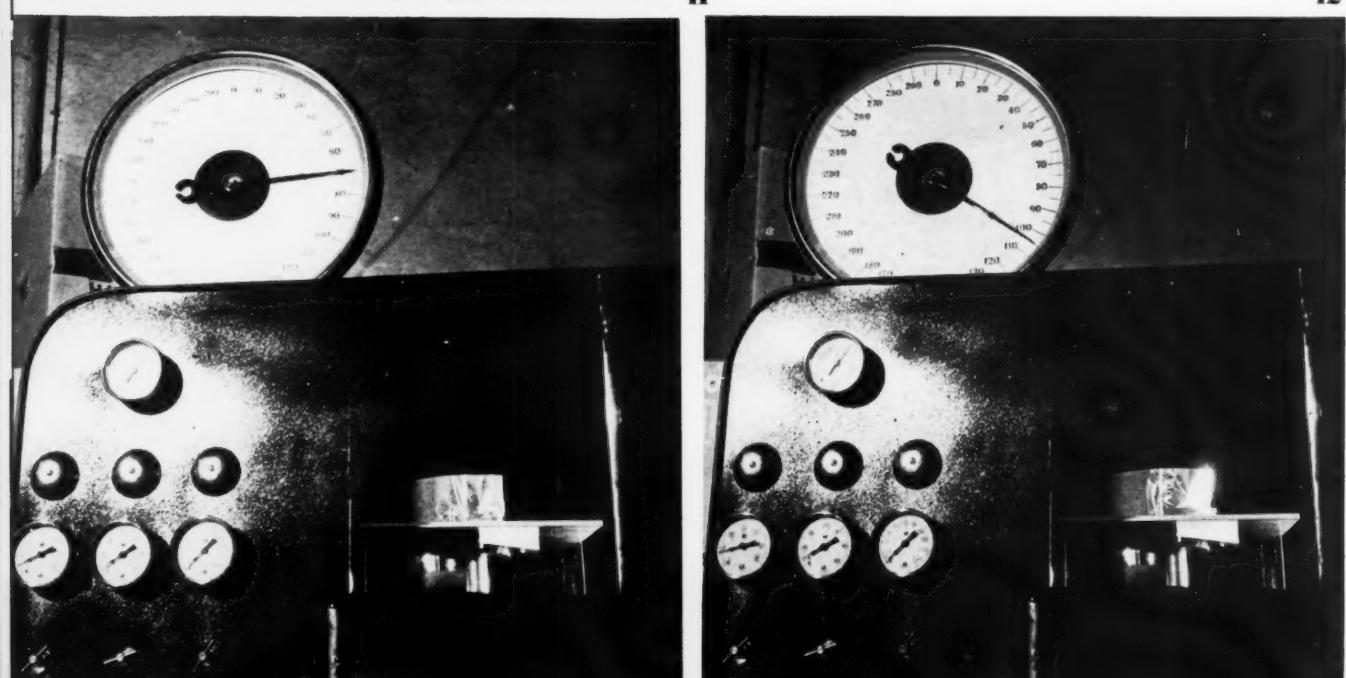
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from which the cylinder side walls were fabricated. Reference to the illustrations in Series C will disclose the substantial differences in strength which resulted from the use of these differing gauges.

It will be noted, even before considering the test results, that certain eliminations can be made on the advice of the package supplier on the basis of his own previous experience and common sense. Nor must it be assumed that every packager must go through the testing procedures described and illustrated here. On the contrary, such a performance would, of course, be ridiculous and needlessly expensive.

The conclusion should rather be drawn, from these demonstrative tests, that consultation with the supplier is necessary before materials or construction are to be specified. In such consultative conferences, samples made in various weights and with varying constructions may be selected on the basis of their cost and performance. When finally the right container has been selected—and only at this point—competitive bids can be intelligently requested.

Charts D, E, F and G serve to further illustrate the differences which exist between the various gauges of materials. Chart D illustrates the moisture-transfer rate of gauges from .020 to .005. Moisture-transfer is a serious consideration in the packaging of certain products where loss of moisture and the acquiring of moisture through the container walls might result in deterioration prior to sale. Except in such cases, the mois-

Series C—cylinder containers. Photos 9 through 13 illustrate rigid transparent cylinder containers in gauges .005, .0075, .010, .015 and .020, respectively. Large dial indicates the load in pounds required to cause collapse of cylinders in each gauge. Experiment indicates the increasing resistance of thicker gauge materials to larger pressure loads. Each container is 3 in. diameter and 6 1/4 in. long, beaded at both ends. Each has a 1/2 in. deep .010 gauge drawn cap at each end. The differences are to be found in the gauges of the cylinder side walls.

ture-transfer rate should not be a factor in influencing the choice of material weights.

Chart E illustrates the increasing tear resistance of various gauges of material. Two factors are here worthy of consideration by the packager and his package supplier. On the one hand, the use of a heavier weight of material with greater tear resistance *might* permit the elimination of one or more beading operations. A second consideration would revolve around the probable use to which the container would be put. Certainly containers used for open display should be expected to be subject to greater tearing stress and hence should be fabricated in heavier weights than would ordinarily be used for an identical container not subject to the display hazard factor.

Chart F presents the curve of fold endurance vs. gauge. Fold endurance is measured by the number of times a sample can be folded on a testing machine. This strength factor is, of course, of obvious direct importance in the manufacture of rigid transparent acetate packages.

Chart G illustrates the stress strain characteristics of three different gauges of material. There is a single curve for each gauge measuring the degree to which a material will give before rupturing under a given load. Essentially, this measures the rigidity of the material in various gauges.

To the experienced technical laboratory man, these charts tell a detailed story. The layman in packaging is not, however, interested in all the technical aspects of these tests. But, he is vitally interested in their broad implications, since they prove the very great differences in strength which result when transparent containers are fabricated of materials of different gauge and different structure.

It is obviously to the best interest of the packager, the transparent material supplier and the fabricator to have containers made of adequate weights of material. It is to their best interest in the long run to eliminate

Chart D illustrates the moisture transfer rate of gauges from .020 to .005, showing the permeability of the material to moisture in the various gauges. Chart E illustrates the tear resistance of various gauges of materials. Chart F illustrates the increasing tear resistance of various gauges of transparent materials.

CHART D

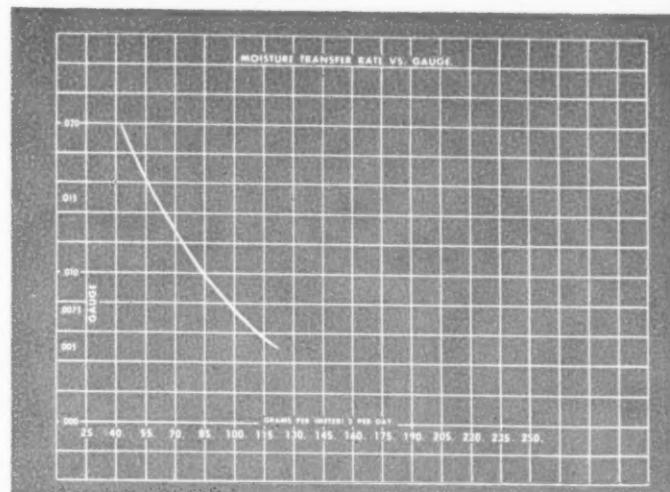


CHART E

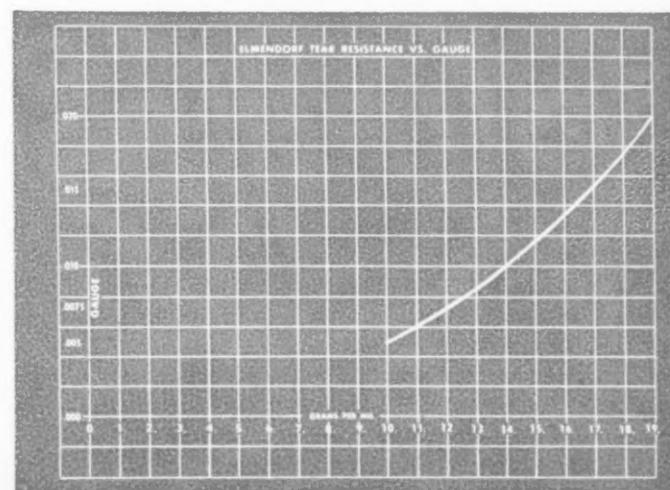
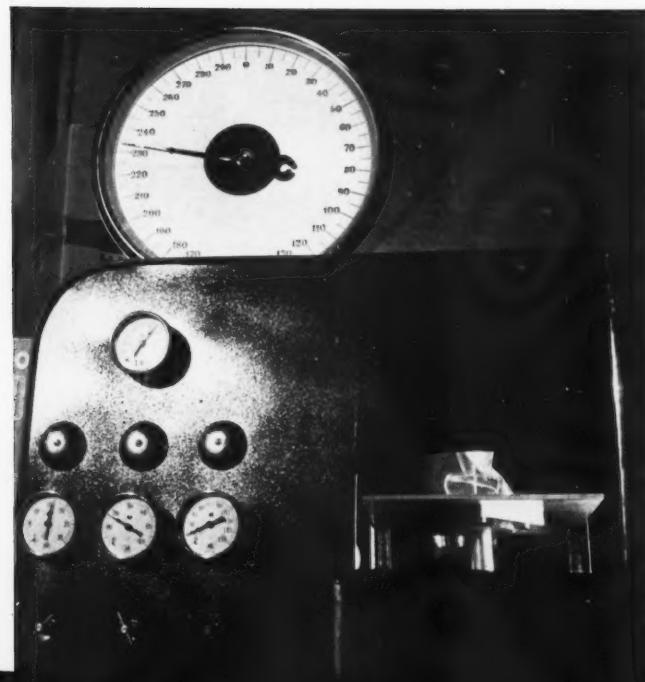
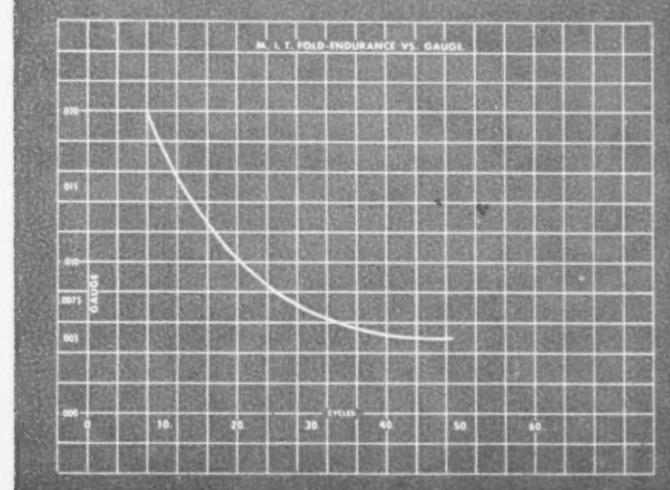


CHART F



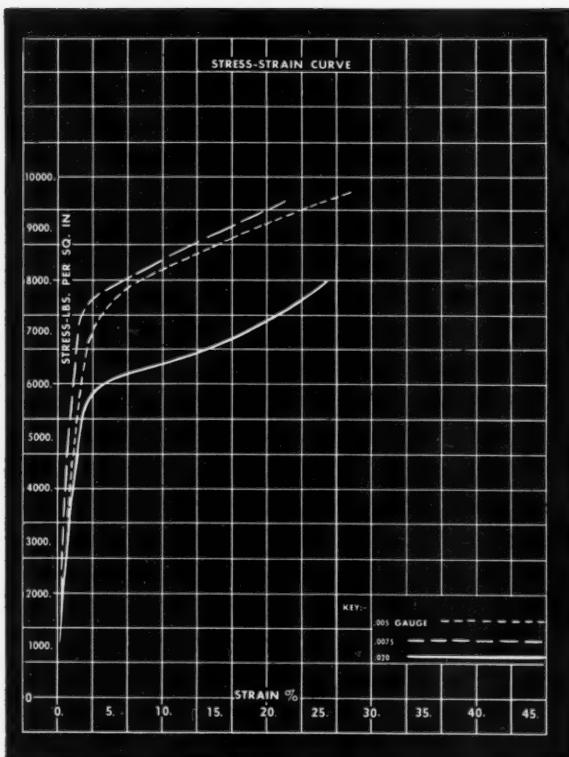


Chart D illustrates the stress-strain characteristics of various gauges of material. There is a single curve for each gauge. Basically each curve measures the degree to which a material will give before rupturing under a given load.

the use of both over-weight and under-weight materials and finally, it is to the best interest of all concerned to utilize structures which, combined with the right weight of material, produce the strongest possible package at minimum cost.

In this connection, it is interesting to note a trend toward the utilization of heavier gauge materials. The thicker sheet allows of fabricating economies, one supplier tells us, and at the same time results in sturdier packages. Another fabricating advance is in the use of less adhesive, obviating the possibility of material deterioration along seams (caused by too-liberal adhesive applications) and tending to increase strength and eliminate shrinkage.

One important supplier says that breakage of rigid transparent containers could be cut to a minimum if more attention were paid to packing and the quality of shipping containers. And the wearing of cheap cotton gloves by all employees of fabricating concerns would eliminate much damage at the source.

This study has served to demonstrate the need for an intelligent detailed specification in the purchase of transparent containers. The rest must, of necessity, lie with the individual purchaser and the supplier, or suppliers, whom he consults with in planning his packages. The fault, if fault there be, in some past per-

formance failures lies not so much with the material producers or with the suppliers as it does with those purchasers whose failure to specify gauges and structure has led to confusion and to shoddy work in the past. That this is true is demonstrated by the high percentage of transparent containers which show no evidence or signs of shoddy construction. With the wider dissemination of knowledge as to how to specify a transparent container, this high figure should rise far closer to the 100 per cent point.

That gauge thickness has a tremendous influence on the structural rigidity of transparent acetate containers is clearly demonstrated by the results of these tests. Table 1, below, shows the load required to cause collapse of the three containers selected in the gauges indicated:

Table 1—Load in pounds required to cause collapse

Gauge	Tray Series A	Box Series B	Cylinder Series C
.005	9 lbs.	12 lbs.	18 lbs.
.0075	28 "	24 "	39 "
.010	59 "	47 "	69 "
.015	112 "	118 "	114 "
.020	232 "

Not only do thicker gauges give much higher tests, but it will be noted from the above table that the increase in rigidity is in greater proportion than the increase in gauge. That is, the thicker the material, the greater strength it has per unit of thickness. In the cylinder, for example, the .005-gauge acetate had a strength of 18 pounds, which is equivalent to 3.6 pounds per unit of thickness, whereas the .0075-gauge acetate showed a strength of 39 pounds, or 5.2 pounds per unit of thickness. This increase in strength-per-unit-of-thickness obtains throughout the entire range of gauges and for all three containers as is shown in table 2 which follows:

Table 2—Load in pounds required to cause collapse per .001 in. of acetate thickness

Gauge	Tray Series A	Box Series B	Cylinder Series C
.005	1.8 lbs.	2.4 lbs.	3.6 lbs.
.0075	3.7 "	3.2 "	5.2 "
.010	5.9 "	4.7 "	6.9 "
.015	7.5 "	7.3 "	7.6 "
.020	11.6 "



IT is with considerable pride that we announce the appointment of Christopher W. Browne to the Editorship of Modern Packaging.

Mr. Browne was educated in Chicago public schools and graduated from Beloit College. There followed a varied experience with selling, marketing, sales promotion and advertising in a number of diverse industries, culminating in the Managership of the Marketing Service Bureau of The U. S. Printing & Lithograph Co.

Mr. Browne has been a lecturer on marketing at the Evening College, University of Cincinnati, and a special lecturer at the Central Academy of Commercial Art, Cincinnati, Ohio. He has also served as President of the Advertisers' Club of Cincinnati and President of the Cincinnati Marketing Assn.

We feel that Mr. Browne is eminently qualified to carry on the traditions and ideals of Modern Packaging.

Charles Donin
PUBLISHER



Plastic Tags

Sturdy transparent sheeting used to identify rayon fabric products

Since the Parisian fashion world has moved to New York, all sorts of plans are under way to make this metropolis the greatest fashion center of all time. Legislation to outlaw design piracy, emphasis upon the names of great American designers, sensational overtures to the American public about the quality of American designs—all of this is but a part of a vast program. Plastics enter into this movement, too, not only in the fashions themselves, but now we come across plastic tags in the role of informative labeling.

The American Viscose Corp. has introduced transparent cellulose acetate tags for their Crown Tested rayon and they have caused quite a furor of approval up and down the country. The story behind the scenes is this: the consumer movement toward more informative labeling has gained momentum as well as distance in its effect. One example is the Federal Trade ruling which specifies that all garments made of fabrics which contain rayon must carry a tag giving this information.

We are told that there has been, and still is, a great deal of trouble in many department stores because of the removal of tags and labels. It seems that some stores have an unholy aversion to tags and labels of all kinds and once sighted, off they come!

This particular manufacturer of rayon decided to get to the bottom of the situation to see whether the labels themselves might be at fault. Accordingly they sent out questionnaires to 5,000 department stores, and among the questions asked were these:

- What do you object to in labels?
- Why do you not leave them on the garments?
- What type of tag would you leave on a garment?

And the answers proved to be extremely enlightening and served as a guide in the (*Continued on page 116*)

Above: This cellulose acetate tag, $3\frac{1}{4}$ in. by 2 in. in size, features a metal crown emblem at the top in red, white and blue. Below the emblem, the text reads 'CROWN TESTED AND APPROVED RAYON FABRIC'. The main text on the tag is 'AN AMERICAN ORIGINAL designed by' followed by 'Maurice Carnegie' and 'NEW YORK'.

Below: This tag, measuring $3\frac{1}{2}$ in. by 2 in., is printed in silver on a very thin gauge transparent sheet stock. Corners are rounded and a crown emblem of gold foil is pressed into the plastic about $1\frac{1}{2}$ in. down from the top.

DEHYDRATED FOODS TO THE FORE



The drying or dehydration of foods is a process which has come down through the ages and represents man's adaptation of a natural occurrence. Naturally dehydrated foods are very common, although they are seldom considered as such by the layman. Raisins, figs and dates all undergo substantial loss of water after ripening and the concentration of sugar thus brought about serves to preserve them over long periods of time. From the earliest days man has known that drying by sun or fire could be utilized as a method of preserving his foods and dried fish or "jerked" beef are very common examples of this more or less primitive application of the dehydration process.

In more recent history the so-called *evaporated* foods stand as examples of the more technical application of the dehydration process. Among the products in common use today in dehydrated form are raisins, prunes, apples, peaches, cherries, apricots, potatoes, kelp, carrots, malt, milk, cream, eggs, fruit juices, fish, beef and many others.



Foil bags with Pliofilm linings house Minute Man soup mix, substantially preserving the dehydrated qualities of the product. Foil mounted and bag fabricated by Milprint, Inc.



Soup mixes containing a high fat content are fully protected by these heat-sealed Pliofilm-lined foil envelopes, since the ultraviolet rays of the sun cannot penetrate the package to turn the fats rancid.

For many years a number of advantages in dehydration have been recognized. Primary is the fact that the dry process aids in preservation of the product over long periods of time. This reason, in fact, led to early governmental interest in the process, since dehydrated foods were ideal for use by armies in the field and seamen on naval vessels. Another advantage in dehydration—important both in its commercial application and in its military applications—is the substantial reduction of bulk and weight experienced when water is drawn off from the original product.

Processing by dehydration is relatively simple and nutritional values are affected only slightly, if at all. Dehydrated foods require no special sterilization for maintenance of sterility in preparation and this fact serves to hold processing costs to a relatively low level.

There are also distinct economies in the use of dehydrated foods. There is no waste, since only the amount necessary for immediate use need be prepared at any given time. The cost of containers is likewise less in the case of dehydrated foods, owing both to the concentration of the food material and to the fact that rigid structures are seldom necessary for completely dehydrated products in dried form.

While the packaging of dehydrated foods will undoubtedly receive great stimulus in the defense program, and while extensive studies are being made by the Quartermaster's Corps of the Army and other governmental authorities, development within the last

year has not been channeled to military functions alone. Numerous commercial dehydrated foods have appeared on the market. Most notable among these are the soup mixes which have captured a substantial portion of total prepared soup sales in those limited markets in which they have been introduced today. These soup mixes consist of a number of dehydrated soup ingredients, compactly packaged and provided with simple instructions, permitting the housewife to prepare soup in a few minutes. They are sold in prices comparing closely to those of canned soups and enjoy a number of advantages over the canned types in terms of lighter weight, ease of display and novelty.

The bag type container has a number of advantages in the eyes of its sponsors, not the least of which is its relatively large appearance as compared with a can or box of similar capacity. Without in any way deceiving the consumer, this flat type of package provides a great area of display space and, since the package does not readily stand up, it is but natural for the dealer to utilize the manufacturer-supplied, break-back display carton to present the product to the consumer. Such utilization puts the bag in preferred, on-the-counter position and permits the consumer to view the various ingredients. Still other manufacturers have used glass or metal containers for dehydrated soup mixes. Those using glass containers have concentrated upon the use of tumblers of a type similar to those widely adapted by cheese processors. The re- (Continued on page 108)

Wartime packaging in Britain

by DENYS VAL BAKER*

As 1941 gathers way, British manufacturers and consumers are at long last really beginning to notice that "tightening of the belt" which they have been warned about for so long. Now that old stocks are running low, the effect of the Purchase Tax and of the dozens of Limitation Orders and so on is being felt. The grim fact of exports before home trade is no longer so much patriotic talk.

In the packaging industry, the preponderating trend continues to be the search for alternative materials and for a more economical use of what supplies are available of the normal packaging materials. Through its Plastics Controller, its Paper Controller, its Tin Controller and others, the Government is giving more reasonable guidance. So far, no industries for which certain packaging materials are regarded as essential can complain of any real shortage.

Supplies of tin are actually very plentiful, but are being largely eaten up (a) by national service requirements and (b) by your own country, America, to whom it is planned to export even more tin than at present. At the same time, the British Government is encouraging the building up of a big reserve of canned foods. A certain amount of tin is allocated to the canners, but they and other tin-consuming industries are also having to rely on schemes of collecting and re-using their tins.

The paper and board position is not as bad as has been painted. It can hardly be so when note is taken of the fact that in a recent month Britain exported paper to the total value of £891,427. There are naturally many more manufacturers turning to packages made of paper, paperboard or chipboard and makers are now able to offer a surprisingly wide range. One example is a waxed paper container with a lid, also of waxed paper, affixed by a screw thread moulded in the paper—a pack which is already being used for cocoa powder, senna pods, office paste, garden fertilizers and a host of other commodities. Its material is the same as that used for cream and ice-cream tubs but the screw cap makes it far more adaptable and its parallel-sided shape facilitates its use with standard types of filling machinery originally installed for use with metal or glass packages.

Supplies of lower grades of board are plentiful and by the use of a little ingenuity many firms are finding it possible to evolve quite a pleasant package from cheap board. Thames Board Mills, Ltd., are marketing an unlined chipboard which, although coarse and cheap in appearance, can be brightened by the use of color printing into an attractive package material.

There are, of course, a number of firms who, for various reasons, are not able to continue using board

cartons and for many of these the use of thin paper bags or transparent film is a solution. The latter material is being used very extensively by chocolate and other confectionery firms who have been forced to give up their other wrappings, such as tin foil. Breakfast foods, certain tablet medicinal products, dried fruits and dog powders are among some of the other products which have changed to transparent paper. Many cellulose bags are now improved by a closure consisting of a nucleus of thick paper or foil, stiffened by wire, around which the top edges of the bag can be evenly wrapped. These wire-cored closure strips are developed from the strips inserted by laundries into the cuff-link holes of shirts to prevent their closing. The use of thin, plain-paper wrapping is likely to extend; colored paper of this sort appears quite sufficient for many products. Among new products noticed in this packing is an herbal tea.

While on the subject of alternative packs, let us glance briefly at a few recent examples. One firm of converters, for instance, has produced a strong fibreboard "can" to replace the tins at present used for packing printing-inks. In another case, a Manchester firm—Impregnators, Ltd.—have set a lead by improving their methods of impregnating boards (with oil), so that these alone can be used for packing many food products, thus eliminating wasteful use of waxed and other paper liners. Indeed, this method of impregnating the actual container is so much more economical that it will probably remain in favor even after the war. Vegetable parchment, which is grease-proof, water-proof, air- and gas-proof, is also much in demand for food packing and supplies appear to be available so far.

Textile materials have long been investigated for possible use in certain cases of packaging. J. C. Field's, makers of Field-Day olive oil brushless shave, have repacked that product in a tube made of open mesh textile material coated with a transparent covering, made by Patent Collapsible Tube Co., Ltd., Leicester. Although suffering from lack of rigidity, it seems quite satisfactory as a container.

Hely's, Ltd., a Dublin firm, has experimented successfully with one-color litho and one-color gravure printing on cartons and state that other colors can be introduced. One point is that this method seems to work successfully even with cheap boards.

Although glass supplies are scarce, there continue to be cases of firms changing from tin to glass packs. I believe in my first article I mentioned how Samuel Hanson, coffee makers, had changed from tin to a vacuum-sealed glass jar—incidentally making a good sales story out of the change. Now John Morrell and Co., makers of Red Heart (*Continued on page 112*)

* Managing Editor, "Shelf Appeal."



1



2

Record ensembles

The green label with the stroboscope," one of several innovations of Timely Records, Inc., has become well known to many music lovers and record collectors in the past four years. This comparatively small recording establishment, housed in modest quarters in New York, has, since its inception, taken not only an artistic approach to the record business, but a sound and unique one as well.

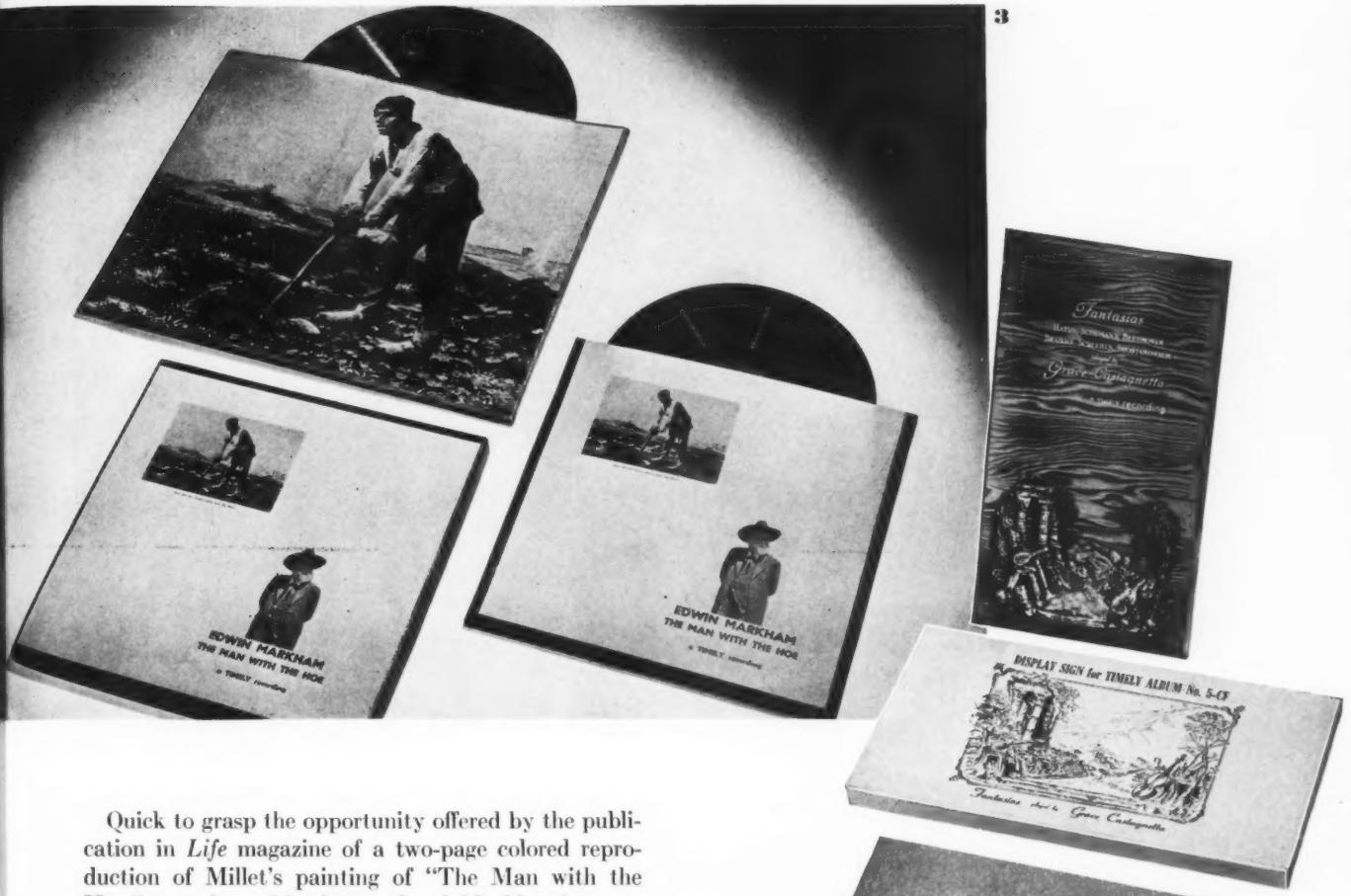
Faced with the keen competition offered by the larger companies, with their tremendous advertising expenditures in national publications, this concern has had to rely not only upon the merit and topical interest of its records, but upon the manner in which they are presented to the public. Because of general price reductions on certain other brands, consumers have had a natural tendency to invest their budgets in these reduced priced items rather than in Timely records. This handicap, while a serious one, has been largely overcome by the novel presentations undertaken by the company in the merchandising and promotion of its record releases.

One of the most important releases of this company

is a set of records of Edwin Markham, one of America's best beloved poets, reciting his most famous poems. When these records were first issued they were merchandised in a three-pocket album, the cover of which was embossed with a picture of the poet. The album, itself, was packaged in a set-up box that was used by the retailer as a display piece.

Upon Markham's death last year, Timely immediately released the most important record of the set in a unique memorial package showing Edwin Markham's picture, a facsimile of his handwriting, the words of his great poem and a halftone copy of Millet's painting that had inspired the poem. This memorial package, allowing room only for the 12-in. disc, is made like a book slip-cover, closed on three sides. The announcements, imprinted with dealers' names, were supplied to the dealers in small set-up boxes. The front panel of the box is so die-cut as to facilitate removal and automatically suggests use on the dealers' counters. In fact all circulars issued by this concern are sent to their dealers in such boxes, which invariably are designed to tie in with the item featured in the circular.

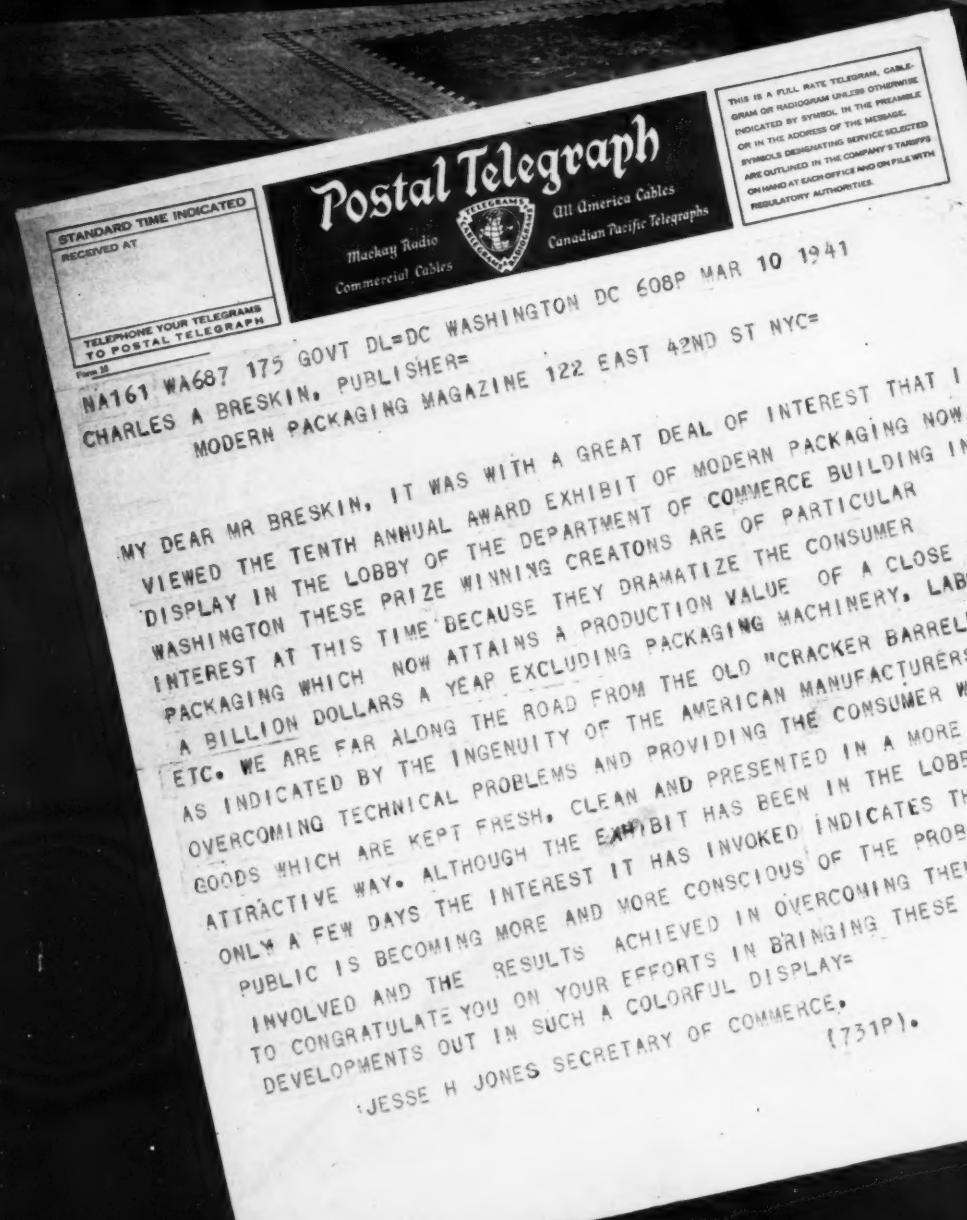
styled for music lovers



Quick to grasp the opportunity offered by the publication in *Life* magazine of a two-page colored reproduction of Millet's painting of "The Man with the Hoe," together with the words of Markham's great poem with that title, Timely designed a set-up container using copies of *Life*'s reproduction as a top label. This special container was sent to record reviewers and seemed to refresh their memories about an "old" release for it inspired many mentions of the recording again. The memorial package inserted in the slot of the container could be easily removed and the original container re-utilized framed or (Continued on page 118)

1. Silkscreen designs decorate the corrugated wrapper, album and set-up box for the "Songs for Americans" record series.
2. The Edwin Markham ensemble utilizes both a picture of Markham and a reproduction of Millet's painting, "The Man with the Hoe," to establish family identity and display values.
3. The introductory unit which utilized a full-color reproduction of Millet's painting and the one-record sleeve and its set-up box.
4. The Grace Castagnetta album is merchandised in a set-up box and is brought to consumers' attention via a wooden display. The display reaches the dealer in a decorated container.





All-America goes to the people

On the morning of March 10, the doors of the Department of Commerce Building opened to reveal one of the most comprehensive exhibits of packaging progress the nation's capital has ever seen. Launched by Jesse H. Jones, Secretary of Commerce, in cooperation with Modern Packaging, the display comprises all the fascinating and spectacular Awards and Honorable Mentions in the Tenth Annual All-America Package Competition. Nearly every important industry is represented in the display and selections were made from more than 30,000 entries in the Competition.

An average of 50,000 visitors a week have attended this showing of the year's finest examples in the art and science of contemporary packaging. Hundreds of thousands of women radio listeners were told about it in the "Woman of Tomorrow" program over WJZ on the opening day. The show continues for six weeks in the lobby of the Department of Commerce Building. It is the first of a 1941 series sponsored throughout the country by Modern Packaging. Another is running concurrently at the Advertising Club of New York. The week of April 1, All-America went to the Stevens Hotel in Chicago for the Packaging Exposition. From May to October it will be presented in the Brooklyn Museum of Art.

Throughout the year, Modern Packaging will pursue a broad schedule of exhibits for business and civic clubs, chambers of commerce, schools, colleges and women's clubs in its unceasing effort to show the American public the vital part played by package suppliers in the daily life of the nation.





Army packaging specifications

Announcement has been made that the Quartermaster Corps is including in its specifications for packaging an alternate to wooden containers permitting the use of corrugated cardboard and fiber boxes for a limited number of items of clothing. In the past, wooden containers have been used for numerous items in view of the long and undetermined periods of storage and the necessity for rehandling supplies, particularly for overseas shipment. Owing to present conditions, it is expected that in numerous cases goods will be on hand for relatively short periods of time, in view of which the alternate method of packing has been authorized.

The inclusion of alternate specifications covering fiber containers for these few items replaces no specifications covering wood containers. Contractors for any of these items may elect in advance to ship in specified wood or fibre boxes, whereas previous specifications for some of these items permitted the use, without restriction or requiring designation, of any commercially acceptable container.

It is possible that should goods remain in storage for long periods of time or be required for overseas shipment, repackaging in wooden containers will be necessary.

According to the new alternate specification, all packaging material is to be furnished by the contractor. The articles are to be packed in new cases conforming to one of the following specifications. The inside measurements of same to be as follows:

Length— $34\frac{3}{4}$ " (exact)
Width— $17\frac{1}{4}$ " (exact)
Height— $13\frac{3}{4}$ " (approximately)

The length and width of each case must be exact, the height may vary. The articles shall be neatly folded and neatly packed into the case in such a manner as to prevent excessive wrinkling and/or shifting in the case. Cases packed so tightly as to cause bulging will not be acceptable.

Federal Specification LLL-B-631a, as amended—Boxes, Fiber, Corrugated, except as follows: The dimensions specified shall be the inside dimensions of the liner. Boxes shall be Style 1, with the length of each flap 1" less than the width of the box. The box shall have a stitched lapped joint with the lap fastened on

the inside of the box, and a double stitch shall be used at each end of the joint. The board used for the boxes shall be Number III except that the minimum bursting strength of the combined board shall be 325 points and it shall be Class B having not less than 50 corrugations per foot. The box shall be provided with a joined liner, covering the ends and sides of the box, made of board Number V. This board shall have one of its corrugations Class A and the other Class B. The joint of the liner shall be lapped and stitched at one corner or taped at the center of one side in a butt joint. In closing the box for shipment, the top flaps should not be glued or stitched. The box is to be strapped as per paragraph below.

Federal Specification LLL-B-636a, as amended—Boxes, Fiber, Solid except as follows: The dimensions specified shall be the inside dimensions of the liner. Boxes shall be Style A, with the length of each flap 1" less than the width of the box. The box shall have a stitched lapped joint with the lap fastened on the inside of the box, and a double stitch shall be used at each end of the joint. The board used for the boxes shall be Number III except that the minimum bursting strength of the combined board shall be 325 points. The box shall be provided with a joined liner covering the ends and sides of the box made of board Number V of Specification LLL-B-631a. This board shall have one of its corrugations Class A and the other Class B. The joint of the liner shall be lapped and stitched at one corner or taped at the center of one side in a butt joint. In closing the box for shipment, the top flaps should not be glued or stitched. The box is to be strapped as per paragraph below.

Strapping: There shall be steel, nailless type flat or round strapping, tightly clamped around the box about 4 inches from each end. The strapping shall have a breaking strength of not less than 900 pounds. The joints of the strapping shall lie in the same plane as the strapping. All wooden boxes shall be nailed with cement-coated nails. All boxes shall be lined with Kraft Paper, Waterproof, Duplex (flat), conforming to the requirements of the U. S. Army Specification No. 19-60, Type I. Boxes shall also be interlined with Grade "B" No. 2 Kraft Paper, not less than 60 pounds per 480 sheets (24 x 36) complying with Federal Specification UU-P-268a, as amended. This paper shall be placed between the (*Continued on page 109*)



"Royal family" from Canada

Canadian Oil finds new asset in brand and container standardization

For years, the Canadian Oil Co., Ltd., of Toronto has been selling a variety of products under numerous trade names. One of these had merchandising power—"White Rose," the name used for the company's gasoline.

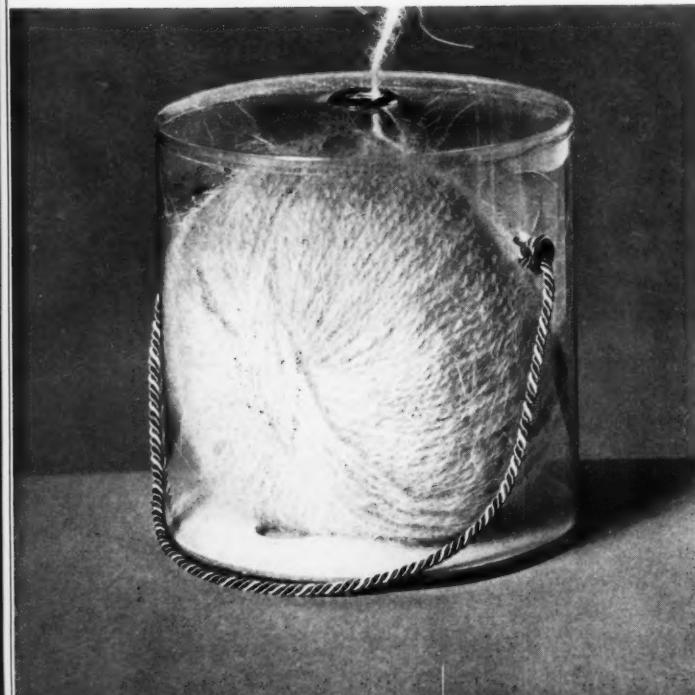
In 1939 a new management took the helm. One of its first moves was to make a study of the company's trade names and packaging situation. After careful consideration of all factors, it was decided to discontinue gradually the promotion of certain brand names other than "White Rose" and to introduce a new series of products bearing this name—to standardize the rose design for all packages, display material and advertising and to employ a standardized color scheme.

Yellow is the predominating color used on the new packages of the Canadian Oil family. Only the anti-freeze (above) has a different background of blue. This similarity of color scheme and the emphasis on the large rose motif produces memorable product identification. The handy oil is packed in a folding carton which converts into a handy counter merchandiser.

Despite unsettled economic conditions of a country at war, the company went ahead with its plans and during the past year a whole new "royal family" of packages came into being. The family includes such products as motor oil, liquid soaps, insect sprays, handy oil and anti-freeze. Containers are all metal, except the glass part of the spray gun. The motor oil and soap containers are cylindrical, while the spray cans are rectangular. The larger cans for the motor oil and soaps have crimped-on metal lids and are arranged with convenient wire and wood carrying handles. The rectangular spray cans are equipped with conventional type screw caps.

The color scheme is the out- (Continued on page 109)





PACKAGINGS

1 A transparent acetate container with a cardboard base forms an effective display setting for the three bell-shaped perfume bottles, marketed by Hunt Club, Ltd. The bottles are held in place, completely visible to the consumer, by means of a die-cut acetate platform. Acetate sheeting by Eastman Kodak Co. Fabricated by Sagamore Paper Box Co.

2 Picture cord hangers in a new die-cut carton that permits examination of the product while, at the same time, protecting it against soilage and consumer handling. The container can be hung up for display in the store. Adopted by Consolidated Trimming Co. Designed by Robert Gair Co., Inc., and manufactured by Eastern States Cartons Division.

3 Richard Hudnut made a special spring get-acquainted offer of DuBarry Rose Cream Mask in its interesting footed jar and transparent wrapping with distinguishing label. The embossed seal holds the cellulose over-wrap neatly in position.

4 The Morgan Paper Co. has adopted this display container for the merchandising of its Dresden Rose toilet tissue. A set-up box with a transparent acetate front window, so designed as to make the product visible either from front or sides, houses three rolls of tissue, thus measurably increasing the unit of sale. Acetate sheeting by Monsanto Chemical Co., Plastics Division. Fabricated by the United States Envelope Co.

5 Peggy Sage sponsors a gift package incorporating flowers as the decorative motif and thereby getting plenty of spring atmosphere. The cylindrical container holding the three nail polish bottles is of sturdy construction with hinged lid and button-type snap closure. The Color Tonic kit lends itself to dressing table use.

6 This yarn dispenser for knitters is fabricated of rigid transparent acetate sheeting and is available in three sizes. The ball of yarn is inserted through the bottom of the dispenser which has a removable cardboard base with finger holes. Yarn pulls out through a brass eyelet in the top. The container can be set on the floor beside the knitter or hung by its two-tone silk cord on the chair. Acetate sheeting by Monsanto Chemical Co., Plastics Division. Fabricated by United States Envelope Co.

7 Latest addition to the Dill Company's family is Carnée Soap Shampoo. An oval stock container, grooved for handy grip is utilized. A double-cap plastic closure makes it possible to unscrew the entire closure from the container or to use small quantities of the liquid by unscrewing the smaller



cap on top. Carton identification follows the design of the label. Container by Maryland Glass Corp. Double-cap closure by The Grigoleit Co. Cartons by Downington Paper Box Co.

8 After 57 years, Miller and Hart, meat packers, have taken the plunge to redesign and coordinate their entire line of wrappings. Pictured here is a "before and after" illustration of their slab bacon. Note how the new package at the left has been given increased legibility, achieved by elimination of crowded oval type of identification. Rural illustrations form an all-over pattern for the wrapping. Designed by Ernst A. Spuehler. Wrapper and Printing by Kalamazoo Vegetable Parchment Co.

9 Salted nuts, product of the Lancaster Salted Nut Co., reach the market in rigid transparent acetate cans with metal ends. Full visibility of the product is thus provided, the appetizing appearance of the nuts themselves doing their own selling job. Company name and trade mark are imprinted on the acetate surface, with the product serving as an effective background. Container by Weimann Bros. Acetate sheeting by Celluloid Corp.

10 Individual permanent waving kits, designed to be used for each customer, have been adopted by J. P. Fischer, Inc. The carton containing all the necessary items for a permanent wave reaches the beauty parlor sealed and is opened by the beauty operator in the presence of the consumer. Thus she is cognizant of the fact that the products to be utilized on her hair are fresh and untouched. Carton by Continental Folding Paper Box Co. Bottle and lined metal cap by Owens-Illinois Glass Co.

11 A new soap has recently been launched by Lever Bros., designated as Swan. Simplicity is the keynote of the design scheme adopted for the wrapper. A silhouette of a swan appears in reverse on the blue-green wrapper front panel. Explanatory matter concerning the product appears on the rear face of the wrap, while the two side panels repeat the product name in bold reverse type.

12 A new note in soap packaging is introduced by the Naylee Chemical Co. for its Nalon, a new detergent product in the form of a cube producing soapless suds. Each cube is packaged in its own envelope and 30 envelopes are, in turn, housed in a carton. The carton utilizes a poster-type design, well suited to display in the retail store. Envelopes duplicate the carton design.



10



11



12



13 14



15

PACKAGING PAGEANT

13 Joseph Dudenhoefer Co., makers of wine, champagne and burgundy, have been quick to adopt new package designs to meet the increased demand for domestic vintages, since European imports have been cut off. Pictured here is their tall, graceful bottle for May Wine. Bottles styled along lines traditionally established for fine vintages have been selected for their entire line, enhanced by distinguished labels, which add an air of elegance to the product and provide excellent identification. Designed by Anthony Raff. Bottle by Owens-Illinois Glass Co. Label by Gillfoyl Printing Co.

14 Three considerations were paramount in the engineering of new shipping containers for Fitzgerald Manufacturing Co. toasters and electric irons—namely, increased protection, elimination of repacking for consumer delivery and over-the-counter sales appeal. The problem was solved by use of a new one-piece, lock-bottom, tuck-in-top corrugated carton with interior packing to protect merchandise from shocks. Sturdiness of the cartons also makes them useful to the consumer for storing these electrical appliances in the home. Descriptive copy and trade identification are imprinted against a colorful background. Designed and engineered by The Hinde & Dauch Paper Co.

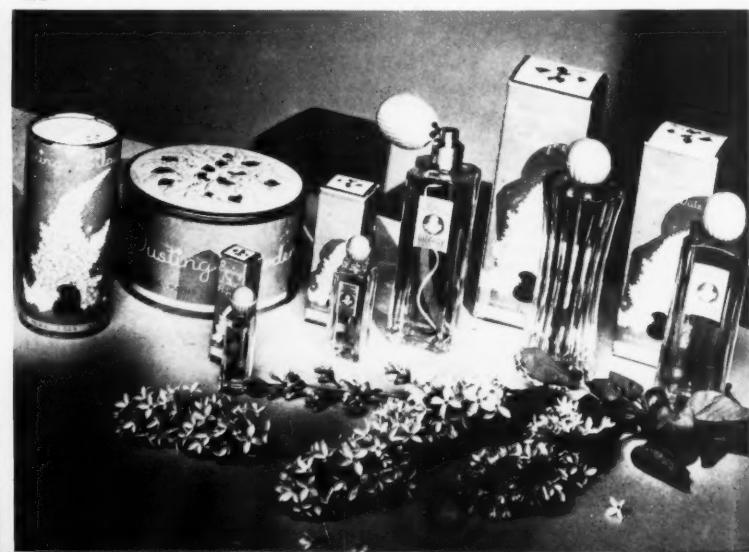
15 An amber-colored bottle, equipped with a wood-top cork closure as well as a cellulose neckband, has been selected for the new Kentucky Pioneer straight bourbon whiskey distributed by Grommes & Ulrich. A label bearing an illustration of a mountaineer shouldering his gun makes for quick product identification. Bottle by Owens-Illinois Glass Co.

16 Fresh spinach in a transparent bag, all washed and ready for the saucepan, has been made available by the Sunny Sally Vegetable Growers. The transparent cellulose keeps the dirt out and permits the consumer to see readily what she is purchasing. Product identification tags are stapled to the bag. Bag by Transparent Products Co. Transparent sheeting by Celluloid Corp.

17 In keeping with the spring vogue for lilac shades, Richard Hudnut introduces its new fragrance fashion called "Spring Lilac" in new yellow, lilac and green packages. The glass units contain toilet water with or without atomizer, cologne in a fluted cylindrical bottle and three sizes of perfume with spherical plastic closures. The dusting and talcum powder come in fibre drums suitably decorated.



16 17





Vast display opportunity is offered through the development of multiple labels such as this unit of twelve designed to tell a complete story to customers who serve themselves.

Multican display

Trying to make old packages do for today's self-service food stores is like trying to get along with an old Model-T car. Super markets are a new phenomenon in store-keeping and require a whole new set of packaging rules. The American Molasses Co. began meeting these new requirements last year when they took Grandma out of hiding for the design of their 5-gal. containers of Grandma's Old Fashioned Molasses. Since then they have developed what they call their multican display labels.

This self-service merchandising idea comprises a set of twelve No. 1½ cans of Grandma's Old Fashioned Molasses. All twelve cans show the familiar picture of Grandma on the front panel. On the left side of nine cans are different display panels that can be turned around to the front when building displays. Four of these panels are full color photographs of different foods that can be prepared with molasses. Five of the panels are different "talking" signs that describe the product and offer free recipes. On the right side of all cans is a panel giving facts about the product and its use in the daily diet. All of the front and side display panels are such that one or more sets can be arranged by men in the stores to build a wide variety

of mass counter, shelf and window displays. By the use of one or several sets of cans, a display can be made in whatever place or space is available.

Before plunging into this new idea, the company made an exhaustive study of self-service store requirements in collaboration with Designer George Davison. This study revealed several important factors: 1. Improved facilities for displaying foods in new and remodeled stores. 2. New buying habits of shoppers who serve themselves. 3. Need for outstanding display qualities that will lead store men to make use of such features.

All these factors were taken into consideration. For example, the blue background for Grandma was brightened, so that women and clerks who have been told in the company's advertising to look for the blue label, could not possibly mistake it. The label was varnished to keep the blue from fading and to keep the stock fresh looking. Care was taken not to give too much gloss to cause glare. Because of the wide aisles in self-service stores, printing was made large.

Credit: Labels by Muirson Label Co., Inc. Cans by the American Can Co.



Sales via Sampling

Several years ago, the Scott Paper Co. selected a transparent envelope as a vehicle in which to sample its tissue towels and tissue paper. These towels are generally packaged 150 to a carton, while tissue paper is merchandised in rolls of 1,000 sheets. Both units are bulky and, once the packages were opened, the sales representatives would find it difficult to handle and display the products properly.

Thus the transparent envelopes were adopted, the design being changed at regular intervals. Each of the company's products are sampled via the transparent envelope, the samples being utilized by both the Scott sales representatives and the company's distributing houses. Fifty envelopes are packaged together for shipment to distributing points. This has been found to be a convenient unit for packing as well as assuring a reasonable turnover of stock.

The envelopes carry the brand name in the familiar logotype, a line or two of copy concerning the product and the familiar copyright and printing notice.

The company has found this type of sampling to be a springboard to increased sales as well as a means of familiarizing more consumers with the Scott products.

Credit: Transparent sheeting by Celluloid Corp. Envelopes by the Dobeckmum Co.

DESIGN HISTORIES

Sub-Divided Cans

Specializing for many years in the packing of fancy tomatoes, the Roach-Indiana Corp. has always been confronted with one particular problem: how to keep a red-ripe tomato solid after it has been packed in a can and processed. The company set about devising a can that would prevent the breaking up of a tomato before it reached the consumer's table. Finally a unique container was developed, designated as Divider-Pak, for which a U. S. patent has been granted. A metal divider is electrically welded to one side of the can, providing space for two whole tomatoes and enough juice to fill two small glasses.

The wrap-around label on the can uses color photography to provide the desired quality appearance of the Red Twins tomatoes. A small illustration of a salad on the label further helps to convey an idea of how the product looks and how it may be served.

The welding in of the interior divider is performed by the Roach-Indiana Corp. itself, utilizing standard types of cans. The extra cost of this operation is absorbed by the company, since it permits the marketing of a premium type of product.

Credit: Cans by American Can Co. Labels by U. S. Printing & Lithograph Co.



Beauty and Plastics

Recently introduced to the public is a new type of eye shadow compact sponsored by Harriet Hubbard Ayer, Inc., which meets every requirement of beauty and utility. Made of polystyrene, the compact has a natural crystal clarity which greatly enhances the appearance of the product. Equally important, the inert plastic material has the necessary resistance to chemical reaction from the cosmetic ingredients.

The inherent beauty of the plastics has been enhanced by a molded-in design on both the base and the lid. These are of equal thickness, approximately $\frac{1}{4}$ in., the base having a receptacle for the eye shadow. The lid is hinged and is locked into closed position by means of friction.

The molded package is designed not only to protect the product, but, being transparent, to provide unlimited display and promotion possibilities. It is of a size convenient for purse or pocket and handsome enough for the dressing table.

The container has been adopted by Ayer for cream rouge as well as eye shadow. Thus, the feminine public can purchase twin compacts.

Credit: Polystyrene material by Bakelite Corp. Molded by Plastics Molded Arts, Inc.



DESIGN HISTORIES



Sealed-In Freshness

"Give us a typewriter ribbon that won't wilt in the humid climates," said users in the distant tropics. "Give us a typewriter ribbon that won't dry out in the rigid cold," said users in the frozen north. So Old Town Ribbon & Carbon Co., Inc. developed an airtight hermetically-sealed metal container that solves the problem of keeping the ribbon in its original "as packed" condition.

Round in shape, the tin is opened by means of a key which is affixed to the bottom panel of the package. Surface design is so planned as to quickly tell a story concerning the product and the package. Yellow, blue and red are the colors utilized. A silhouette drawing of a secretary at her typewriter helps to project a nice tie-in with the product itself.

Though the hermetic container was originally designed for export trade, where humid climates make it almost impossible to keep a ribbon in perfect condition, it has found wide acceptance in the States as well. Dealers and distributors have found the package well suited for long-time shelf storage, with assurance that the product would be factory-fresh when sold.

Credit: Cans by American Can Co.



Tobacco Humidor

Humidor packages represent a current trend which is being followed by an increasing number of cigar and tobacco manufacturers. Well-known Heine's blend smoking tobacco, product of the Sutliff Tobacco Co., now appears in a vacuum-packed tin container accompanied by a molded plastic lid.

The package—as it is purchased by the consumer—is factory sealed, opening of the unit being accomplished by means of a key device. Once opened, the tin is converted into a humidor through utilization of the plastic lid. The lid is injection molded of cellulose acetate and is available in a wide range of colors, including a transparent type. Inserted into the knob of the closure is the humidifying unit which keeps the tobacco in a condition suitable for long-time use.

The special lid thus serves a definite functional purpose as well as being sufficiently attractive to the consumer to assure its proper use. Without departing from familiar shape or size, the plastic lid converts the package into a humidor for containing tobacco for continuing use in the home.

Credit: Cellulose acetate molding material supplied by Celluloid Corp. Lid injection molded by The American Molding Co.

DESIGN HISTORIES

Insulation Samples

In door-to-door specialty selling, wherein contractors' salesmen do house-to-house canvassing, the first problem is, of course, to attract the home owner's attention. Naturally, something tangible and interesting is the best method. Therefore, The Philip Carey Co. adopted transparent cellulose bags for the sampling of its home insulation products. The package not only permits the product to be seen, but gives a certain attraction and desire to feel the texture of the material. The layout of the design on the front panel of the envelope is so arranged that it gives the appearance of a workman actually installing the material in the attic of a home and shows how the product would appear between the attic beams and rafters.

Prior to the use of the cellulose bag for samples, the company's salesmen utilized cardboard cartons which were found to be rather bulky to carry in the pocket and which required more time to handle on house-to-house calls. The transparent bag, on the other hand, permits the potential customer to quickly see the product as well as to see its possible applications in the home.

Credit: Transparent envelopes produced by Shellmar Products Co.



Bag Multiplies Sales

A new type of "three-in-one" pack is reported to be increasing the sale of Pioneer Minced Sea Clams, marketed by G. P. Halferty Co. Transparent cellulose bags are distributed to the food trade as a part of the company's promotional and display material. There are seven different bags to a series, each with sales messages printed in primary colors. The grocer inserts three regular cans of Pioneer Clams into each bag.

When the dealer uses a display of the three-can cellulose bags, he achieves an unusually brilliant presentation of the canned product, for each one of the bags is, in itself, a miniature billboard. The three-can ensembles lend themselves equally well to either window or floor stand presentation or to shelf display.

An additional—and important—advantage achieved through utilization of the transparent housing is the ease with which a recipe folder may be sent along with the product. The inclusion of such an informative folder permits the sponsoring company to educate consumers in the various ways in which the product can be used, thus increasing potential demand.

Credit: Cellulose sheeting by E. I. du Pont de Nemours & Co., Inc. Converted by Milprint, Inc.



DESIGN HISTORIES



Sandwich Bags

The history of the sandwich bag goes back a number of years. When sandwich bags were first put on the market, they were all sold in bulk form to paper jobbers who sold them in small lots to retail druggists, etc. Over a period of years, consumers manifested a desire for the use of bags for picnics, parties, left-over foods to be put in refrigerators, etc. At the same time, sandwiches were often made up and displayed in drug stores and at lunch counters without a wrapper. As the public became health conscious, the sandwich was wrapped in waxed paper taken from a cutter box. With the advent of the sandwich bag, it was found to be easier to slip the sandwich into the waxed bag.

At first, it did not seem necessary to the American Tissue Mills to use an attractive wrapper for its sandwich bags. However, as the sale of the product increased and competition became keener, it became necessary to find ways and means of attractively displaying the item. Thus was born the idea of using decorated transparent cellulose as a housing for 25 and 50 sandwich bags. The transparent envelopes were decorated with gayly colored pictures.

Credit: Transparent envelopes produced by Shellmar Products Co.

Sampling with a closure

Standard Wine & Spirits Co., Inc., introduces new varieties with novel stopper-nip

Americans, by and large, are not wine drinkers. The per capita consumption in this country is far lower than that of European countries. Yet wine makers are no longer content to accept the market's limitations as immutable. They are going aggressively after new business.

While these efforts most frequently revolve around advertising, some companies have paid great attention to their packages in an effort to broaden the consumer choice of wines. A package recently has reached the market which introduces a novel note in sampling and one which bids fair to have a decided effect upon the sales of its sponsor's products.

Introduced early in September by the Standard Wine & Spirits Co., Inc., Aragon brand wines are packaged in 25 $\frac{3}{5}$ -oz. decanter bottles equipped with blown glass stoppers. These are held in place by

printed viscose closures and attractively designed decalcomania labels complete the package in all except one respect. The last feature, however, is the vital one.

The stopper, being of blown glass, is hollow and this is filled with a wine differing from that packed in the bottle itself. Sealed with a standard cork, the stopper thus becomes a sampling container received by the consumer as a free gift. The wine in the stopper is always of a contrasting color to that in the decanter and thus serves to enhance the appearance of the package as well as to provide an ideal method of sampling. The consumer's attention is called to the free sample by a small disc-shaped label placed upon the top of the closure.

Credit: Decanter bottle and glass stopper by Owens-Illinois Glass Co. Closure by Armstrong Cork Co. Decalcomania label by The Meyercord Co.



Left: The Aragon package as it appears on the wine dealer's counter. Note the contrasting colors of the fluid in the decanter itself and in the hollow glass stopper. Above: A generous sample of a type of wine other than that bought by the consumer is found within the hollow stopper. After the sample has been removed, the blown glass stopper resumes its position as the re-use closure for the decanter, forming an ensemble acceptable for table use in the home.



Burt offers you completely automatic manufacture of small, round and window boxes. So far reaching are the specifications on the equipment to do this, we design and build it ourselves. Our automatic box-making equipment delivers strong, uniform packages at machine-gun speed.

Further, we have complete carton and display production facilities in the same large, modern plant—insuring a line of packages and displays for your product that is completely uniform as to color and quality. Our own design and merchandising departments help you with the planning and the marketing of your package. Central location means quick deliveries to all parts of the country.

Consult us on your box, carton or display problem.

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
919 N. Michigan Ave.
Room 2212

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebler
P. O. Box 3308
W. Market St. Sta.

CLEVELAND
W. G. Hatten
P. O. Box 2445
E. Cleveland, Ohio

KANSAS CITY
Elmer J. Schwartz
1135 East 86th St.

NEW ENGLAND
J. Ansell
491 Main Street
Cambridge, Mass.

CINCINNATI
221 Walnut Street
Telephone: MAin 0387

DANVILLE, CALIF.
near San Francisco
Danville 27

ST. LOUIS ATLANTA, GEORGIA
M. P. Yates Mr. W. B. Branch
706 Chestnut St. Candler Building

NEW ORLEANS
Sydney S. Levy
505 Audubon Bldg.

MEMPHIS
W. F. Shepherd
268 Madison Ave

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada

Broadening the ink market

Higgins improves its 10-cent drawing ink package and offers artists a "systematic color" ensemble



Above: The die-cut platform of the printed corrugated container holds the 18 cartoned bottles of ink in the same order in which the colors appear on the color chart. This arrangement facilitates artist's use of the inks. Left: The improved 10-cent bottle, seen at the right next to the standard sized container, has the same concave neck and shoulder and the same squat shape.

In 1937, Chas. M. Higgins & Co., Inc., launched a 25-cent desk bottle of drawing ink which has, in the years since its introduction, proved popular with draftsmen and artists. This popularity was earned, in large measure, by the functional construction of the bottle. Its concave neck and shoulder permitted the user to remove the closure easily and quickly and the squat shape substantially prevented tipping.

Capitalizing upon the established approval of the standard bottle, the company has now redesigned its 10-cent size container. The only difference between the large and the new small unit is found in the closure. Whereas the larger bottle has a drafting pen, integral with the closure, the smaller one is stoppered with a flat-top cork containing no quill.

In order to provide artists with a complete color assortment of drawing inks, Higgins has introduced a kit containing 18 colors. The most unique feature of the kit is the placing of the 18 colors in the same order

in which they appear on the Higgins' color card. For the user, this arrangement systematizes the available colors, facilitating use. The die-cut platform holds each bottle firmly and thus provides the user with a convenient storage container.

The container itself is so constructed and designed as to serve not only as the shipping container, but as a counter display as well. It is made of an embossed white corrugated board printed outside and inside to give display value whether open or closed. A color card is pasted on the inside cover to give the key to the colors assembled in the platform below. The containers are delivered knocked down, thus eliminating bulky shipment. Bottom construction of the corrugated unit is self-locking, the top being of the tuck-in type.

Credit: Color card and ink bottles designed by Egmont Arens. Bottles by Hazel-Atlas Glass Co. Cork closures by Armstrong Cork Co. Corrugated containers by The Hinde & Dauch Paper Co.

Style Leaders BY ARMSTRONG

◀ THE FRANK TEA & SPICE COMPANY, of Cincinnati, package their "Dove" brand of mustard in stylish, re-use packages designed by Armstrong. Housewives don't hesitate to use them for table service. Du Pont "Cel-O-Seal" bands, supplied by Armstrong, add the finishing touch to this striking package.

SILVER BROOK BEVERAGE COMPANY, of Chicago, bottlers of Virginia Dare Beverages, use Armstrong's Bottles and applied color labels. The one-color labels produce a novel effect, allowing the contents to show through the label design. This and other packages in the line were designed by Armstrong's Package Merchandising Department.

◀ KRSNIE BROTHERS, NEW YORK, distributors of "Bernice" Pure Strawberry Preserves, send this and other products to market in Armstrong's streamlined glass jars. Container was designed by Egmont Arens, famous industrial and package designer. The oval label and metal cap employ a corresponding color scheme of navy blue, gold, and white.

AS headquarters for the complete glass package, Armstrong offers its laboratory, engineering, and package merchandising facilities to all customers without charge. Thus, you are assured of one reliable source of supply for both closures and glass containers. For full details, write Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pa.



ARMSTRONG IS GLASS PACKAGING HEADQUARTERS

ALUMINUM, DEFENSE, AND YOU

1

WE INTERRUPT our regular messages to report what's what with aluminum.

AT THE MOMENT delivery for civilian use must make way for defense. Everybody knows the reason. Defense requires and is using more aluminum per month than peacetime America ever consumed.

NEVERTHELESS, we intend that no one shall have to forego the things aluminum can do best one minute longer than we can help.

THERE IS NO SHORTAGE of bauxite, nor of anything else, except time. And Father Time is being given the race of his life.

WE ARE MOVING, for example, 35,000 yards of earth a day at Alcoa, Tenn., to get 50 acres under a single roof by September. It will require 193 carloads of roofing felt. Some of the operations in that plant will start even before the walls are up. That's an annual rolling capacity for 120 million pounds of high strength alloy sheet coming along fast.

LAST MARCH WE STUCK the first shovel in a cow pasture near Vancouver, Wash. In September a 30 million pound plant was delivering metal. It has been doubled, already. A third 30 million pound unit starts delivering in April; a fourth in May; a fifth in June. From cow pasture to 150 million pounds annual capacity in 15 months.

A SIDELIGHT: To make that 150 million pounds of aluminum, we first have to build factories to make 120 million

pounds of carbon electrodes. We have to obtain the equipment (transformers, rectifiers, and the like) to feed 162,500 kw. of electricity into the reduction furnaces. This is a generating capacity equal to that of the state of Delaware plus twice that of Mississippi.

WHAT OF TOTAL PRODUCTION? In addition to Vancouver further installations are being made at other of our plants, so that in less than a year their total capacity will be more than double that of 1939, when 327 million pounds were produced.

IN THE VERY MIDST of this demand we have lowered the price of aluminum ingot 15%. We state, without reservation, our hope that the price can be still further reduced.

DEFENSE APPLICATIONS use aluminum for exactly the same reasons you do. Defense priorities on aluminum simply say that there are some fundamental things that aluminum does supremely well. It will do them still better as important lessons in production, fabrication, and application are learned from every additional pound being produced and used.

YOU, SIR, have been using aluminum collapsible tubes, foil, and closures. It is awkward for you to have to substitute some other material temporarily. We want you to know that we intend to make that hardship as short-lived as possible. Your aluminum is on the way. It is a promise.

ALUMINUM COMPANY OF AMERICA



The 11th Packaging Exposition

The 11th Annual Packaging Conference and Exposition was held from April 1 to 4, inclusive, at Chicago's Hotel Stevens under the auspices of the American Management Assn. The 11th was one of the most successful—in some senses the most successful—of the Packaging Expositions. In comparison with the previous Chicago show of three years ago, the exhibit space was about 50 per cent larger, the exhibitors approximately 35 per cent more in number and the visitors from 50 to 100 per cent greater. Showmanship in arranging the exhibits hit a new high and made the exposition a pleasurable as well as a profitable place of attendance.

The theme of the Conference was Packaging and National Defense, introduced in the opening remarks by Alvin E. Dodd, President of the American Management Assn., on Tuesday morning, April 1. Mr. Dodd keynoted the Conference by speaking of: 1. The possible effects of material scarcities on the packaging industries. 2. The efforts of packagers to continue with predetermined merchandising plans. Under these headings, five principal themes were enumerated: 1. Packaging problems and the consumer. 2. Packaging and national defense. 3. Management problems. 4. New developments in packaging materials and machinery. 5. Shipping containers.

Informative Labeling

This was a subdivision of the theme, "Packaging problems and the consumer," the discussion subject for the first Conference session. "A Case History of Informative Labeling" was presented by Fred C. Hecht, Manager of the Packaging Division of Sears, Roebuck & Co.

"Informative labeling is deeply rooted in the development of our country," said Mr. Hecht. He sketched the development and history of merchandising in the United States from the frontier period through today's high-pressure, large-scale merchandising. "The standard of living today depends not so much on how good a producer a given person is, but how good a buyer," Mr. Hecht continued. He then explained why his company had become interested in and had adopted informative labeling which they call info-tags.

Some advantages of the informative labels, which include box wraps, booklets, etc., are, according to Mr. Hecht: 1. More intelligent and economical buying



FRED C. HECHT

activities because the number of articles in many lines have been reduced and allow greater concentration on fewer numbers with resultant savings to the consumer. 2. Info-tags provide pertinent facts to help sales clerks sell goods with which they may not be completely familiar. 3. The tags sell goods as silent salesmen when consumers are merely browsing around.

The Economics of Packaging

This topic followed Mr. Hecht's paper on Tuesday morning. E. A. Throckmorton, General Manager, Sales Promotion, Container Corp. of America, opened the discussion when he said: "Let us say that it is not apparently economical, as far as the manufacturer is concerned, to put up merchandise in small packages. The justification for small packages has to come from cost savings in distribution or from definite needs or desires on the part of the consumer. Basically, the upward trend of urban vs. rural populations and the trend toward smaller families and small dwellings are at the root of the packaging revolution and its demand for the economical supply of smaller units of sale.

"Packaging or pre-packing, on the part of the manufacturer, consist of lifting the cost burden from the retailer and handling the same process in the manufacturer's plant more efficiently and effectively. The cost of retailing merchandise has tended downward during the past generation in spite of higher rents, taxes and labor costs. These economies have been due principally to the increase of pre-packaged merchandise.

"Among the economies in retail merchandising made available through packages, one may examine the following apparent factors: 1. Reduction of waste and spoilage. 2. Increase of volume per store employee. 3. Increase of volume per unit of store area. 4. The elimination of certain packaging materials which must be bought by the store if they are not provided with the product by the manufacturer.

"Let us consider for a moment the consumer's interest in packaging: 1. *Small units*. The desire for small units on the part of the consumer has already been discussed. 2. *Cleanliness and sanitation*. These are well-known demands of the consumer. 3. *Brand identification*. Obviously, many products cannot be identified as to brand if unpackaged. 4. *Quality identification*. Bulk merchandise is apt to lack uni-



E. A. THROCKMORTON



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formity and is hard to identify. 5. *Assurance of full weight and measure.* We must not forget that every large city has problems to enforce weight and measure ordinances in an attempt to protect the consumer. Packaging gives us better protection. 6. *Prevention of substitution.* An important requirement in some types of materials. Mr. Hochuli will have a story to tell us in this respect. 7. *Sentimental or gift packaging.* Obviously, there is no economy in wrapping up dozens of items in fancy paper and ribbons on Christmas Eve, then tearing off all the paper on Christmas morning and throwing it away. The public, on the other hand, likes these customs and will pay for them. 8. *Convenience.* If you can think of any aids to lighten house work or save time in the kitchen, the housewife will be anxious to use them."

Three papers on specific confirmation of Mr. Throckmorton's thesis were presented by the Messrs. W. Hochuli, Sales Manager of The Texas Co.; Charles H. Lilienfeld, Advertising Manager of the National Tea Co., and by Mrs. W. E. Fribley, President of the Chicago Housewives' League.

Mr. Hochuli said in part, "There is no mystery surrounding the reasons that induced the manufacturers and marketers of motor oils to change from distribution in bulk to distribution in sealed containers. We were faced with the necessity for providing a method that would protect our volume and our quality reputation and we were faced with the need for some form of assurance to the motorist that he could purchase the type of lubricant required to protect the large investment he had in his automobile. Various methods were tried and later discarded. The present lithographed 1-qt. and 5-qt. cans were successful upon adoption.

"It is probably reasonable to say that the increased direct cost of 10 cents per gallon that resulted from this change in marketing methods is probably cut in two by the indirect savings that came to us, so that the oil industry is now paying about 5 cents per gallon more for the protection of their product and their brand. The effect of this change on the motorist is immediately apparent. He no longer needs be concerned about the oil that is being put into his crank-case. The brand of oil is immediately apparent from the appearance of the package and even the grade is stamped into the top of the can in such a manner as to be easily noticed. The motorist likewise has the guarantee of full measure since all cans are overfilled from 2 to 5 per cent. This increased quantity is placed in each can to compensate for the oil which drips to the side of the can."

Mr. Lilienfeld said in part, "Packaged foods in many cases are cheaper to handle and to sell in retail stores than bulk goods. To support this declaration, several case studies have been made—the first one, a case study of farinaceous foods, many of which are everyday, staple items found in most homes, packaged in window-front cartons or cellulose bags and ranging from 12 to 16 oz. in weight. What were the comparative selling costs—or at least elements of the selling costs—for this

particular food line in 1921 as compared with today?

"In 1921 the farinaceous food section, including also three or four dried fruit items, occupied two full-vision floor display showcases. The size of both fixtures was 6 ft. by 16 ft. About 18 to 30 in. by 24 in. by 5 in. galvanized tin pans were required as containers. In addition, probably a dozen more smaller pans—30 in. by 12 in. by 5 in.—were used. Then, approximately 16 lineal ft. of shelf space was also required for macaroni and spaghetti items, which, even at this early date, came packaged in cartons. By charging the prevailing rate of rent, it can be quickly seen that the 1941 rental for the farinaceous food department would be at least two-thirds less.

"Let's examine the capital investment for both periods. In 1921 some farinaceous items, such as navy beans, were shipped to stores in 100-lb. bag units. The shipping unit for other items was 5, 10, 25 or 50 lbs. Today the shipping unit is as low as 12 or 16 oz. cellulose or window-front cartons or packages. Multiply the number of items by the units and you can readily see that the capital investment is a good deal less today than it was 20 years ago.

"Another important element of cost is involved in shrinkage. It has been estimated that at present such shrinkage runs around 5 per cent. How does this compare with the shrinkage which occurred 20 years ago? At that time the clerk, using a scoop, would delve into a 100-lb. bag, withdraw the overflowing scoop from the bag and place the contents into a paper sack resting on the scale. Obviously, the loss in droppings was far greater than it is today in machine packaging. Furthermore, a residue usually clung to the bottom of the sack and was difficult to scrape up with a scoop. It has been estimated that the loss from this waste was as much as 50 per cent more than in present methods of machine packaging. Moreover, today there is no loss from shrinkage in the store. It is a processing loss.

Mr. Lilienfeld followed his analysis of the merchandising costs of packaged farinaceous foods with a similar cost study of marketing and packing butter. His conclusions were similar on this second analysis. Mrs. Fribley's paper was concerned with packaging designed for consumer use.

Packaging and National Defense

The Tuesday afternoon session of the Packaging Conference was presided over by Ben Nash, President of Ben Nash, Inc. It took the form of a symposium conducted by ten packaging experts, including two men from the Office of Production Management. There were no papers, but questions were answered by the panel of experts. The subjects and the experts included: (Defense Council) D. C. Everest, President, Marathon Paper Mills Co. and consultant to the Industrial Materials Division, the Advisory Commission to the Council of National Defense; E. Vogelsang, consultant on tin and lead for the Office of Production Management; (Production Management) Dean E.

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Rueckert, Packaging Engineer, Swift & Co.; (Plastics) B. F. Conner, Vice President, Colt's Patent Fire Arms Mfg. Co.; (Metal) Dr. R. W. Pilcher, Research Department, American Can Co.; (Transparent Sheeting)



D. C. EVEREST

P. M. Gilfillan, Vice President, Shellmar Products Co.; (Packaging Machinery) H. H. Leonard, President, Consolidated Packaging Machinery Corp.; (Shipping Containers) G. T. Henderson, Director, Package Laboratory, The Hinde & Dauch Paper Co.; (Glass) Dr. Frank W. Preston, Technologist, F. W. Preston Laboratories; John

Breadshaw of Breadshaw's, Ltd., Canada.

Mr. Nash opened the session with a discussion of the effects of war on packaging in England and in Germany, mentioning the increase of glass and pottery in England and the attempts at a plastics substitute for tin coating in Germany. He asked several general questions, such as: "Will defense filter out non-essentials of packaging, lower cost, etc.? And how can the packaging industry assist the government in purchasing packaging materials economically?"

Mr. Everest answered this question by describing the government's lack of experience of packaging purchasing. "They have done so little package buying," he said, "that there are no government specifications on the most modern packaging materials."

Mr. Everest suggested that the technical men of the packaging industries could tell the government about all available materials, presenting their stories to the office of the Director of Purchases.

Mr. Nash then asked, "What procedure would you suggest?" Mr. Everest answered by describing the experiences of the corrugated box industry which maintains in Washington an office for liaison with the government. He suggested that trade associations could probably handle the job best. Dr. Pilcher agreed. Mr. Conner added the following remarks, "I have seen personally the bad effects of many individual representatives of individual companies attempting to sell merchandise to the government. Their sources vary and the ultimate result is confusion. Speaking for the plastics industry, I would be in favor of one man at least and no more than two to represent us cooperatively and to tell the story of plastics to the government." He elucidated this point by adding that there was not as yet a sufficiently powerful trade association in the plastics industry to carry on this work.

Mr. Nash then asked a question on the manufacture of new glass containers and what possible stumbling blocks might be caused by the lack of machine tools in the building of new glass molds.

Dr. Preston said, "The economical purchasing of glass is a question of simplification of demand and coordina-

tion and standardization of packaging efforts." He berated artists for demanding too many unusual shapes and sizes and wasting a good deal of effort in their creation. He said, "In defense, the engineer is paramount. The question is to package larger amounts of merchandise with less materials. We must stick to utilitarian molds to free mold-making machinery for other needs." He cited the experience of Mr. Brunning, Director of Munitions of Canada, who is also head of a glass company in that country.

Mr. Nash answered by saying that as an artist he had never favored the outrageous shapes Dr. Preston spoke of. He suggested that stock molds might be utilized and that any differentiations might be obtained through the designing of new and different labels. The question of profiting by Canada's war experience was brought up and it was stated by Mr. Breadshaw that no standardization had been demanded in cartons—only in glass and in plastics. No new die tooling was allowed except for folding box dies.

"Will priorities affect paper and paper operations?" asked Mr. Nash and the question was answered by Mr. Everest, who said, "The government is trying to avoid priorities. Whether or not this can be accomplished depends on the size of our defense program which nobody can determine with accuracy for any length of time. Today we can just about squeeze through if no new appropriations are made and priorities can be avoided if purchasing is properly timed. Naturally, if many firms try to buy a year's supply at one time, there will be a shortage. In this case, O.P.M. might have to pro-rate purchases. Persuasion would be accomplished by dealing directly with individual manufacturers. The collecting of waste and used paper and board has taken an upturn."

The next question asked by Mr. Nash dealt with the ability to get Canadian pulp and Scandinavian pulp and its resultant effect on the United States. Mr. Henderson answered, "We are fortunate through what was considered a very unfortunate move made in this country several years ago. I refer to building of pulp and paper board mills in Southern states which were once viewed with alarm. As a matter of fact, we could no longer absorb Scandinavian pulp even if it were available. Our own kraft and pulp production has been stepped up from one million tons (approximately) in 1935 to four million tons in 1940."

Mr. Everest: "Let me say at this point that there is no impending avalanche of Scandinavian pulp. In the first place, Scandinavian pulp wood was practically exhausted because it was used for firewood. Besides, it can only be cut in winter and shipped in the spring."

"Will the shortage of metals and priorities here have



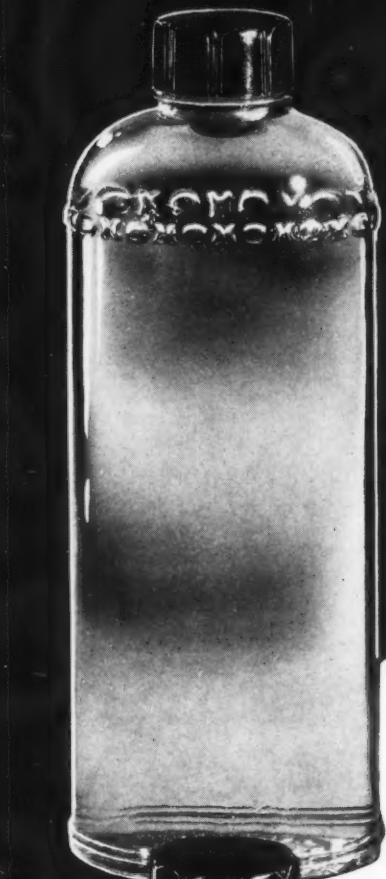
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any effect on packaging machinery?" Mr. Leonard: "Not yet. There is an aluminum shortage, but we can substitute other materials for it."

Mr. Rueckert asked, "Could we then be assured of getting equipment?" Mr. Leonard answered, "There is going to be tremendous difficulty in getting packaging equipment because of the increased demand and the shortage of labor which is much more important to us than the shortage of materials. I predict a very definite shortage of packaging machinery."

Mr. Nash asked, "Will there be a trend to manual operations because of the shortage of machinery tools, or the addition of manual operations to semi-automatic machines as a substitution?"

Mr. Leonard answered, "In such a situation, this is bound to happen. In order to produce we must substitute manual labor for machinery in some cases." Mr. Fairbanks of the Horix Machinery Co. stated from the floor that he would advise people who might need replacement parts to order them several months in advance and not wait for breakdowns, because certain materials, such as stainless steel, had to be ordered 16 to 20 weeks in advance.

"What are the plastics and glass people doing to replace metals?" asked Mr. Nash. Dr. Preston replied, "It is possible to get two horse-power out of a one horse-power motor if glass insulation and armature winding is used. This will also set free some copper for defense work. In regard to replacing machine tools, we must remember that glass is drawn and blown and its tolerances cannot be close enough to replace accurate metal parts. We are making springs of glass which are standing up quite well."

Mr. Conner: "Probably not many plastics will replace metals on packaging machinery with the exception of some laminated gears, etc."

Mr. Nash: "The next question will be concerned with our reserve stocks of tin and a possible tin-can shortage."

Dr. Pilcher: "A survey, made six months ago, showed that with the anticipated rise in tin plate consumption we had a 15 months' supply on hand. The situation is better today. We have 100,000 long tons on hand with an estimated consumption of 70,000 to 75,000 long tons."

Mr. Vogelsang: "We are getting more tin than ever before, but we are not encouraging the use of it."

Mr. Nash asked, "Are reclaimed tin and Bolivian tin satisfactory?" Dr. Pilcher answered, "The cost of tin gives stimulus to reclamation. Bolivian tin is harder to smelt, but not hopeless and can be produced as fine as East Indian tins. Ninety per cent recovery of tin scrap is possible and even if Japan seizes the Dutch East Indies, there is no guarantee that we could not buy tin from them."

Mr. Rueckert: "Where would we get reclaimed tin?"

Dr. Pilcher: "That is a matter of consumer cooperation as it is in England today."

Mr. Conner predicted the manufacture of a plastic

tube to replace tin, lead and aluminum tubes. He stated that the 13,000 plastic presses in this country can handle and increase any production up to 100 per cent. The only difficulty is the availability of the tools. He predicted another 50 per cent increase in plastic tonnage for next year. Mr. Preston said that the glass industry could make 30 per cent more containers working along present lines, but could double its capacity if standardized glass containers were adopted.



DR. R. W. PILCHER

Packaging Institute Dinner

The dinner of the Packaging Institute, unusually well attended by members of the industry, was held on Tuesday evening, April 1, at the Hotel Stevens. A desk set was presented to William Bristol of Bristol-Myers Co. as a token of esteem by the members of the Institute. William Braithwaite of the Committee of Standardization of Practices of the U. S. Bureau of Standards discussed the standards already set in many industries and outlined plans for future standardization of packages, inviting cooperation by the packagers.

Permeability of Containers to Water Vapor

Oliver F. Benz, Vice President, Packaging Division, American Management Assn., presided over the morning session, on Wednesday, April 2. The first paper, "The Permeability of Containers to Water Vapor" was read by Mr. Braithwaite of the Division of Simplified Practice, National Bureau of Standards, in the absence of Warren Emley of the National Bureau of Standards.

Mr. Emley's statement read in part, "Can we impregnate or coat the container with some material which will prevent too great a transfer of water through the container during its life and under the conditions which it may be expected to encounter from the time when the container is filled until it is opened by the ultimate consumer? Such a question permits no general answer; the answer must always be specific for each case. How large a transfer of water is 'too great' will depend upon the nature of the goods. The effect of the water on the container itself must be considered. If a paper container gets too dry, it will tend toward brittleness; if too wet, it will lose strength."

"There should be available a table showing the relative abilities of different kinds of containers to resist the passage of moisture and to withstand rough handling. Unfortunately, no such table exists. Not only do we have no such facts, we do not know how to get them."

"The first step in the solution of the problem is to make an intensive survey of the field—to develop, adapt, select—to get a set of testing methods. These should be designed to measure the relative abilities of different kinds of containers to protect the contents during shipment and storage. They should measure the properties of the containers themselves and not of



WARREN EMLEY



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the materials used in making the containers. They should measure what the properties will be at some future date, not what they are now. I am happy to announce that the solution of this problem has been undertaken by the American Society for Testing Materials. When such methods become available, it will be a comparatively simple matter to test all kinds of containers to get the data necessary to construct the table mentioned above. Then the purchaser of containers need add only one more column to this table—price—and he will have before him all the facts needed."

Display as a Factor in Package Merchandising

W. L. Stensgaard, President, W. L. Stensgaard & Associates, Inc., discussed the problems of display. He said, "In trying to analyze such a complex problem as package and package design within the store or 'point of sale' we need to arrive at a simple denominator. This simple denominator is best expressed in the term 'visual rightness.' Usually this 'visual rightness' has a definite relationship to 'functional rightness' and thus brings about not only better appearance, but greater efficiency, usually at no increased cost.

"In any assignment having to do with product change or proper set-up for efficient merchandise presentation we believe the following studies are essential: (1) Review of past experience with regard to volume, profit factors, sales and distribution. (2) Information on competitive best sellers. (3) Reasons for competitive successes or failures. (4) Investigation of competitive selling prices and mark-up. (5) Purchase of competitive packages, by shopping at retail, to obtain facts about sales advantages. (6) Analysis of locations in which products are sold to establish results for square foot sales, turnover and ability to obtain better locations through possible revisions of package and plan.



W. L. STENSGAARD

"New materials such as plastics will help to revolutionize much point-of-sale merchandising. The human mind thinks in terms of pictures, not words. For that reason alone, canners have taken to picturing the peas, the peaches and other products within the can on the label. This is another safeguard that the product will be visualized properly at the point of sale."

Standardization of Packaged Goods

The third paper of the morning was read by Alex Pisciotta, Director, Bureau of Weights and Measures. Mr. Pisciotta's paper was titled: "The Standardization of Packaged Goods." He said, "Most food products today are packed in cans and, therefore, standardization in this field becomes a matter of great importance.

"The first standardization bill refers to the standard packaging for dry staple food products. This means, in effect, that these products whether packed in the customary cardboard or paper package, or in glass and

metal containers, must be of the prescribed standard capacity weights of $1/8$ lb., $1/4$ lb., $1/2$ lb., $3/4$ lb., 1 lb., $1\frac{1}{2}$ lbs. and multiples of a pound with the exception of candy, which may be sold by numerical count when packed in units of twelve or less.

"Inasmuch as this first bill is Federal legislation, it is applicable only to the sale or shipment of these products in interstate commerce. Enforcement is now placed in the Food and Drug Administration. Unlike the other standardization bills to be submitted, no board of standardization is established here to rule on tolerances, but this function is given to the enforcing agency which prescribes the tolerances, net weight, markings, etc., for these products.

"The second bill provides for the standardized packing of edible oils, syrups, honey and molasses. Edible oils and syrups must be sold on the basis of liquid measure, except when the quantity exceeds 5 gal. Then it may be sold by net weight. A board of standardization is created under this bill with the power to approve such other containers as the industry may require in the future because of the introduction of new processes or other methods of packing and to permit the use of specialty trademark containers now in use, such as the can in the shape of a log cabin or other specialty containers of this type. However, the capacities must be in binary submultiples or multiples of the gallon or pound. The metal rectilinear containers with the dimensions prescribed under this bill are those most commonly used in the packing of these products today. They are the $1/2$ pt., 1 pt., 1 qt., $1/2$ gal. and 1 gal.

"It must be clearly understood that the dimensions of the diameters of the metal containers are prescribed and that the board of standardization established by this bill has no authority to change these diameters. It does have the power to establish tolerances in the height of the given containers whenever the necessity arises. The latter half of this bill relates to the more complex problem of the standardization of canned fruits and vegetables. The creation of a board of standardization under these bills was suggested by representatives of the industry. Other provisions of the bill provide for its enforcement by the Food and Drug Administration. With the passage of this legislation by the Congress, the States could pass enabling acts similar to this in content and provide for their enforcement by the State or local weights and measures officials."



ALEX PISCIOTTA

Packaging Under a War Economy

A luncheon meeting on Wednesday noon was addressed by I. M. Sieff, Vice Chairman, Marks & Spencer, Ltd., of London, on "How the Warring Countries Have Met Their Packaging Problems." Mr. Dodd presided.

"In Great Britain all planning ahead has to be regarded in the light of the declared government policy

Number

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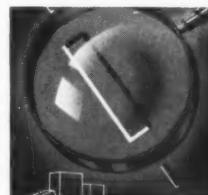


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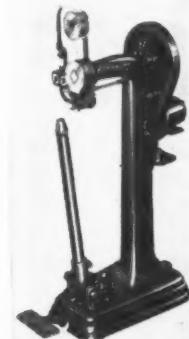
ADD EYE-APPEAL TO PACKAGES with ACME ColorStitch

Your packages are dressed up with this colorful stitching wire. It can blend or contrast with your printed package, adding "eye appeal" to cartons and boxes. Improved appearance more than makes up for the slight extra cost. Mail the coupon for a color card.



FOR BRACING SHIPMENTS ACME Unit-Load Bands

Every carload shipment is "Bound to Get There"—with the Acme Unit-Load Process. This is a quickly applied and inexpensive method of bracing carload freight . . . straight and mixed loads . . . car doors . . . pool and stop-over cars. Makes loading and unloading easier and safer. Freight charges are lowered (less tare weight). Damage claims are eliminated — customer goodwill is protected. Send today. Mail the coupon for the Acme Unit-Load Book.



ACME STEEL COMPANY
2843 Archer Ave., Chicago, Ill.

Send full details on

- Acme Silverstitchers
- Acme Silverstitch
- Acme Colorstitch
- Acme Steelstrap
- Acme Unit-Load

Name _____

Address _____

City _____



State _____

ACME STEEL COMPANY

2843 Archer Avenue, Chicago, Illinois

Branches and Sales Offices in Principal Cities

to limit consumption of civilian goods," Mr. Sieff said. "Government has not deviated from this policy in spite of the hardship and sacrifices suffered by hundreds of manufacturers and retailers. These restrictions concern packaging, since there are shortages in glass, metal, wood and paper, particularly the latter—not only because imports are cut off from the Scandinavian countries, but because of the importance of conserving cargo capacities for war imports. The government has issued strict orders concerning paper control. No advertising matter can be placed inside wrappings, cartons or containers and no article retailed may be wrapped or packed with paper unless absolutely necessary for protection.

"Carton production is controlled rigidly by an order issued in May last. Stock on hand at that time could be converted, but if material was not in stock, a license had to be obtained from the Ministry of Supply for this conversion. A license is necessary, too, before any paper or board can be imported. A campaign for eliminating the carton altogether is being launched by business leaders. A manufacturer has announced, 'The carton trade has reversed its engines; instead of pointing out the advantages of cartons over other forms of packing, we are now telling customers that cartons are largely unnecessary. Our hope is that if these good deeds are unnoticed on earth, they may be in heaven.'

"The Biscuit Manufacturers' Defense Committee pays prices ranging up to one shilling for returned containers. Labels on packaged goods are limited to an area not to exceed 20 sq. in. This has meant the redesigning of labels in the long narrow type which run around the can with vertical dimensions of 2 in. or less. Tinplate containers are prohibited for many commodities, such as cat, dog and bird foods, cosmetics, biscuits, sweets and for display purposes. Coffee may be retailed only in returnable 4-lb. tins. This order does not, however, affect packaging for export.

"The British Government has taken over the entire output of aluminum and further import has been banned. This requires the finding of substitutes by firms using collapsible tubes and aluminum closures, such as those used for milk bottles. Aluminum foil as inner wrappings in cigarette packages is now eliminated. The pottery trades producing domestic materials are working full time, making pottery jars on which metal closures are used and decalcomania transfers are used widely for decorative purposes."

Versatility in Gluing Mechanisms

George R. Webber, Manager, Package Development Bureau, Standard Brands, Inc., presided over the Wednesday afternoon session. Dr. F. C. Campins, Chemical Engineer, National Starch Products, Inc., addressed the meeting on "Versatility in Gluing Mechanisms."

"Many new packaging materials demand particular types of adhesives," he said, and outlined these requirements as follows: Water-repellent materials, as a class, cannot use aqueous adhesives as they cannot

spread on or adhere to the surface. Moisture-vapor-proof materials, as a class, cannot use aqueous adhesives because the adhesives cannot dry, as the moisture cannot diffuse through this stock. These materials as a class demand organic solvent types of adhesives or thermoplastic methods of adhesion. For the food field, where odor of the adhesive may be important, adhesive recommendations are restricted further. Grease-proof papers, parchments, etc., as a class, do not allow organic solvent types of adhesives to dry. Hence adhesives or heat sealing methods are necessary.

"Let us look at a way of classifying these products from the standpoint of application-mechanisms," he said. He presented this as follows:

"1. The most elementary type is direct application, usually in a continuous web by a narrow disc. This does not permit of register, but since it consists of a narrow wheel, it may readily be covered or heated. Thus all types of products may be run on these gluing devices, a fact which any production man can use to great advantage in all sorts of equipment.

"2. Transfer implies the use of two glue rolls, one of which is a segmented roll. Where neither of these is heated (as is usually the case), then the rolls act as drum evaporators and coolers for any volatile solvents. Hence solvent types and thermoplastics are useless, as the solvents evaporate and the hot glues cool, thicken and string on the machines.

"3. Another classifiable type of transfer where the applicator works printing-press fashion has added cooling and evaporating surface with the same inherent limitations. Another limitation is the rubber transfer roll which will swell in certain solvents."



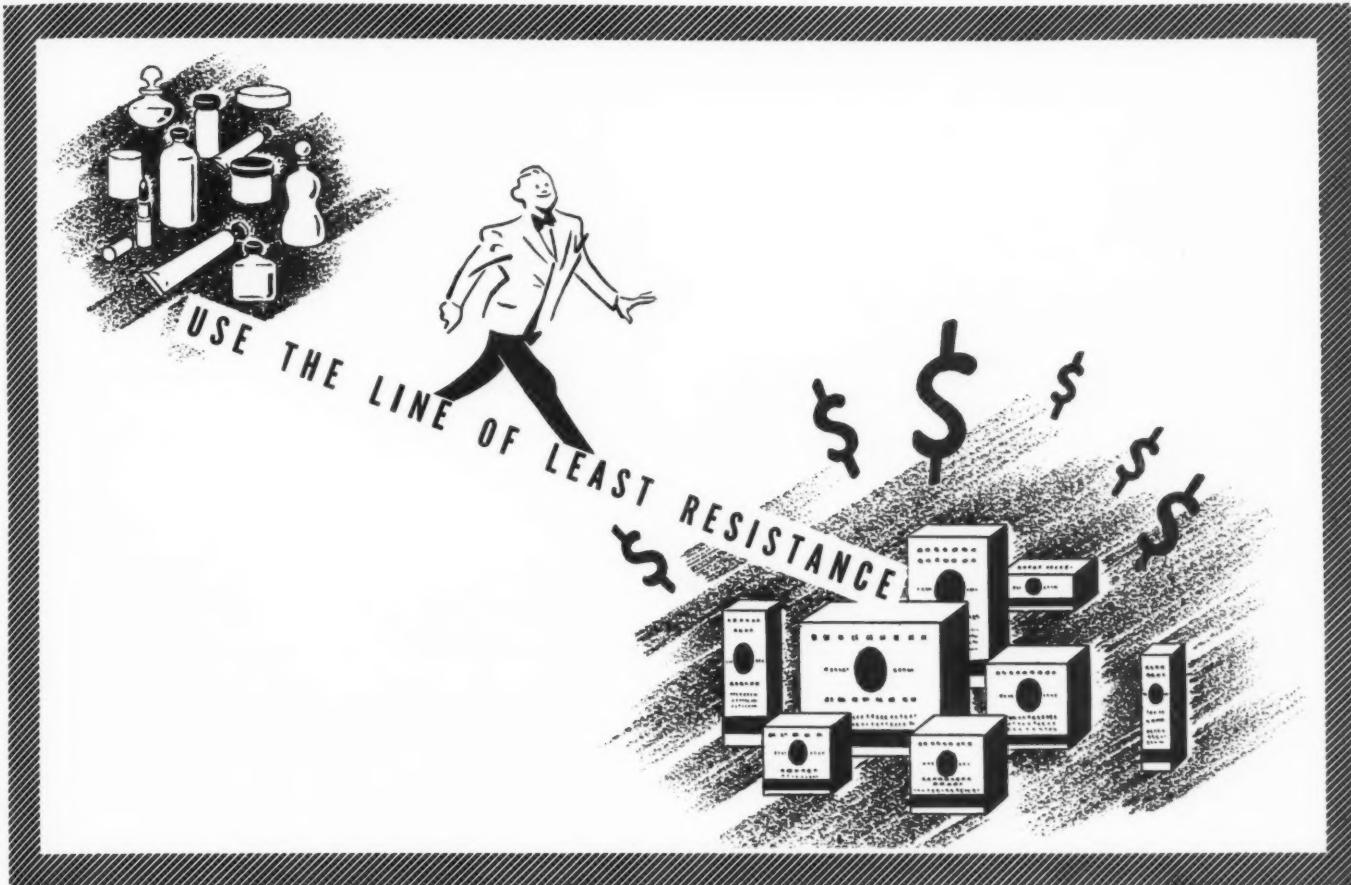
DR. F. C. CAMPINS

Trends in the Use of Lumber

The first session on Thursday morning, April 3, was addressed by Dr. Ralph W. Marquis, Division of Forest Economics, U. S. Forest Service, Washington, D.C. "Lumber for boxes and crates tends to be favored where protection is an important factor, where a rigid container is required and especially where the size, weight or shape of the article prevent the use of some other material," said Dr. Marquis.

"There are several elements entering into container cost. The first, and most obvious, is the original cost of the box or crate. For most products which can be shipped in either wood or fibre and which are produced as standard items in large quantities, the fibre box has an advantage over the wooden one in original cost. This advantage may be lost, however, when only a few units of a product are produced and when, correspondingly, only a relatively few boxes of a certain type can be used.

"A second element of container cost is that of packing, which may be considered to include the assembling



...Put them into Cartons

● Put yourself behind the counter and you too would realize why attractively packaged products are the dealers' choice.

As many as 4 out of 10 buyers do not specify brands—

What a chance for the dealer to create sales! Of course, he follows the line of least resistance, and folding cartons made of the smoothest, cleanest clay coated

boxboard earn his preference. That means *Ridgelo clay coated* boxes.

Containers of this type are uniform in shape, display well, identify the enclosure, offer good protection, pack easily. Remember these fundamentals of product presentation—and make your package choice a Ridgelo clay coated boxboard.

RIDGELO PACKAGING SERVICE INCLUDES:

CLAY COATED BOXBOARDS
for flat or solid inks
for varnish & lacquer
for halftones & multi-color work
for transparent laminating

BRUSH FINISHES
for high lustre—no extra impression

LAMINATED PRODUCTS
for high strength, special folding quality
for extra thickness
for grease & moisture resistance

EMBOSSING DESIGNS
for distinctive cartons
applied before or after printing

COLORS
for lifefast non-bleeding cartons
16 in stock

Ridgelo
 CLAY COATED
 REG. U. S. PAT. OFF.
 BOXBOARDS • CARDBOARDS
MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
 Gordon Murphy and Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Son, Inc., Philadelphia

of the container, actual packing, marking, weighing and handling. Fibre again is favored in packing many standardized articles of small size. The size of the shipment may affect packing costs and through them the choice of the container. Lumber is better adapted to large and heavy shipments than fibre and the tendency, in recent years, to break down shipments into smaller units for the convenience of distributors and consumers has been toward the use of fibre. Conversely, the economies in using fibre have tended to encourage packing in smaller units where it is practical and results in a real saving.

Another cost factor in favor of fibre containers for domestic shipments is the lighter weight of the fibre box in comparison with the lumber one, an advantage shared with veneer, plywood and cleated fibre. Other elements of cost may be more important than lumber prices in determining container use for many commodities and changes in the price of lumber may not have the effect on lumber consumption which is sometimes assumed."

Army and Navy Shipments

The second of Thursday's conferences was concerned with the subject of "Packing and Shipping Specifications on Army and Navy Shipments." A paper by



A. W. LUHRS

A. W. Luhrs of Container Testing Laboratories, Inc., was read. Mr. Luhrs said, "In the Army listing of published specifications there are approximately 6,000 different articles, while in the Navy there are approximately 3,000. These of course, do not cover all items, but are the ones for which there

is a printed specification, either Federal, Army or Navy. In some cases, the Federal, Army and Navy specifications may be alike. In other cases, certain features of each of the specifications for the same article may be different. Possibly with a few exceptions every specification provides for the packing of the article involved. Most of the packing requirements are given in considerable detail while some merely call for commercial packing.

"Recently the American Management Assn. sent out a questionnaire asking for specific information regarding packing practices on shipments going to the Army or Navy. To date replies have been received from 139 companies of which 87, or 63 per cent, have government contracts. Of these 87 companies, 33 complain they have some trouble in packing due to the specifications set up by the armed forces. On further examination of the questionnaires it was found that of the 87 companies reporting on defense shipments, 30 stated that the weight of the empty container specified by the government exceeds that of the container regularly used, while 36 stated that the cost of the specified container is more than the normal container cost.

"The large number of concerns reporting an increased

container cost of over 50 per cent is probably due to several factors. Most likely is the fact that government specifications in many instances are more rigid than ordinary commercial specifications because of the added abuse the packing must withstand due to more and severe handlings and the possibility of storage in the open air. In response to the question regarding advisability of changing the government packing specifications in which they are particularly interested, 30 out of the 87 companies replied that they thought revisions should be made.

"Notwithstanding the specific complaints just enumerated, it must be remembered, as mentioned previously, that the conditions under which the Army and Navy shipments move are often different from ordinary commercial practices. For this reason, it might be decided that some of the suggested changes would not be desirable."

Corrugated Board and Its Component Parts

The third session on Thursday was addressed by T. A. Carlson, Forest Products Laboratory, U. S. Department of Agriculture, on "Corrugated Board and Its Component Parts as Engineering Materials." Reported Mr. Carlson, "A corrugated board resembles a steel I-beam or the truss construction in a bridge in that the stressed surfaces are spread as far apart as possible to gain strength and rigidity. However, the corrugated board is not amenable to design in the same manner as these other structures because fundamental information about its basic materials is lacking. The Forest Products Laboratory's study, which is directed toward supplying fundamental information, may be divided broadly into three parts: 1. The evaluation of the mechanical and physical properties of the sheet materials. 2. The correlation of the properties of the sheet material with the properties of the corrugated board. 3. The translation of the basic properties data into terms of strength and performance of the box.

Shipping Container Clinic

The final session of Thursday took place in the afternoon. It was the Sixth Annual AMA Shipping Container Clinic and had the largest attendance of any conference session. There were no prepared papers, but representatives of such companies as The Quaker Oats Co., Yawman and Erbe Manufacturing Co., Westinghouse Electric & Manufacturing Co., American Steel & Wire Co., The Globe-Wernicke Co., General Electric Co., Armour and Co., American Cyanamid Co., Bethlehem Steel Co. and Merck & Co. presented sample shipping containers devised to lick specific problems in their businesses. Every type of shipping container for almost every problem was shown and described. The audience made the session extremely lively with a rapid fire of questions directed at the speakers. This interesting session brought to a fitting close one of the most successful Packaging Conferences yet held.

*There's something
HERE that costs
you nothing—*



Not only was the plastic wax liner first introduced by Crown. Today the Crown Plastic Liner remains unchallenged in its field.

◆ No other wax liner can compare with Crown's in the quality of the wax or the sturdiness of the coating. No other wax liner can match it in sealing efficiency. It is unexcelled for pickles, olives, mustard and similar hard-to-keep products. Yet for this extra quality and dependability you pay no extra price! ◆ The Crown Plastic Liner is another of the sealing improvements Crown brought you first. We invite you to compare it with any other on the market. Write for samples and prices. They'll be sent to you promptly.

CROWN CORK AND SEAL COMPANY
BALTIMORE, MARYLAND

*World's Largest Makers of Closures
for Glass Containers*

7 Closure Improvements CROWN brought you FIRST

HOOK THREAD



VPO CAP



VENT CAP



SLIP RUBBER RING



PLASTIC LINER



OROLAC LINER



SHORT FRICTION COVER CAP





Above: Three sizes of the oblong-type can lithographed in maroon. Printed paper labels are affixed when liquid samples are prepared. Left: Friction-top cans for either paste or lump-form samples.

A "Herculean" sampling task

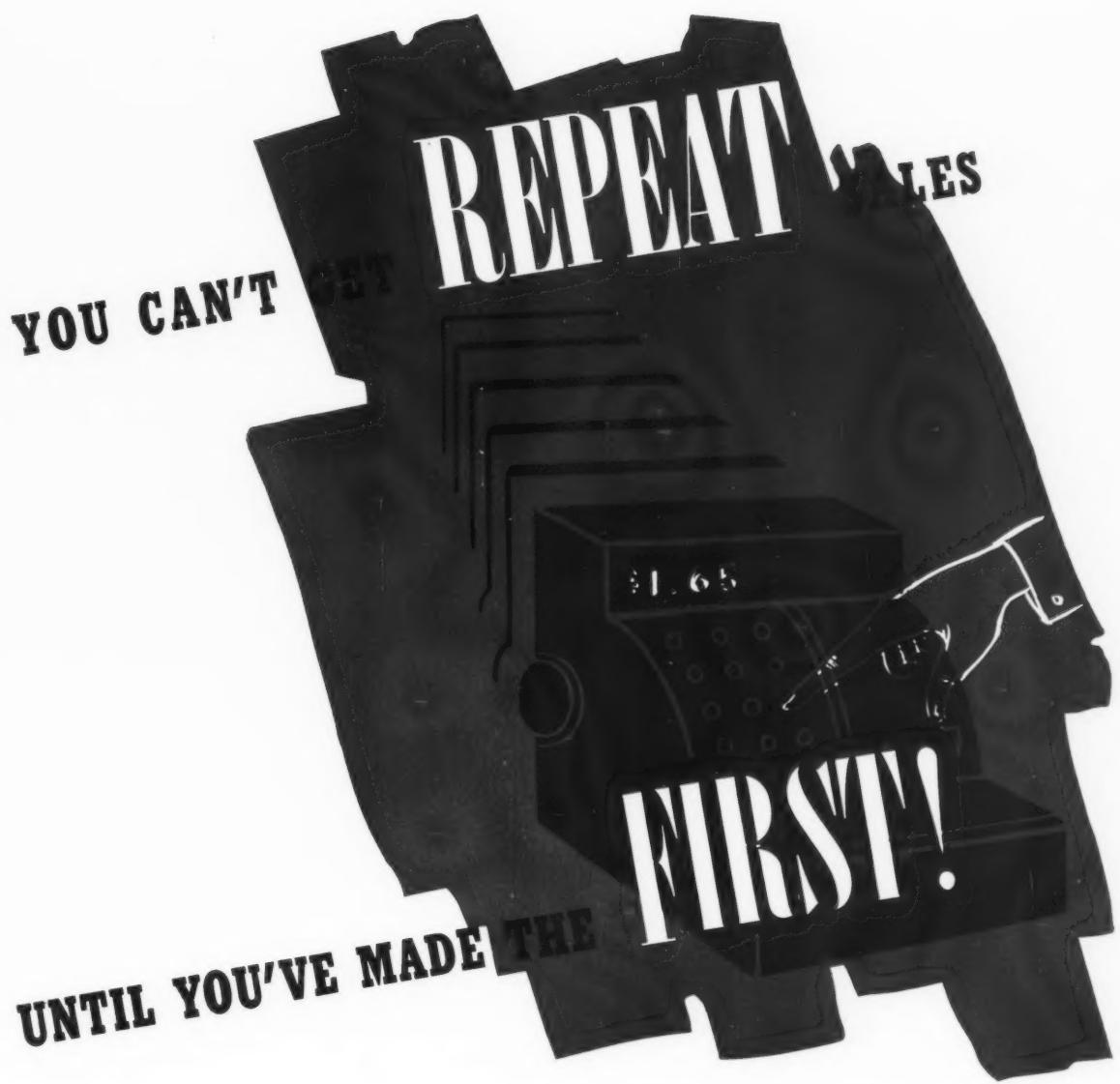
The Hercules Powder Co. was not "sample conscious" when it started business in 1913, because it was not customary to send samples of explosives to potential customers. However, during the past 28 years, the organization has grown until, today, it is a widely diversified chemical company, manufacturing many products and serving scores of industries, as contrasted with its sole production of explosives in 1913.

Over two years ago, the Hercules advertising department paused to examine the company's sampling methods. Sample packages of over 100 different products were forwarded from 27 of the more than 50

plants and offices. These are located from Massachusetts to Florida, from New York to San Francisco, from Michigan to Mississippi. An investigation was commenced to determine what sample containers were used and how they were packed and labeled. Nearly as many styles of sample packages were used as there were branches sending them out. Every department was doing its best, but, because of no centralized standardization, the sample line was extremely varied in appearance. It was a tremendous task to start at the bottom and erect a new sampling structure. To revise completely the packages of a large industrial concern is an



The 5-gal. open-head pail and 5-gal. drum. Black steel open-head pails are used; both black steel and galvanized steel drums are used. The units are lithographed in maroon and printed labels are applied when samples are prepared and ready for shipment. Shipping tags are affixed to the container handles.



FIRST sales come through admiration-stirring Package design, with a sense of product fitness that *hits hard on sight!*

★ SO . . . put your product in a container styled to command that first sale . . . a "NATIONAL" achievement covering all practical and display essentials. ★ Naturally such container designing provides the high identification value and ideal utility that make *Repeat sales a matter of course..and profits!*

NATIONAL CAN CORPORATION

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY
Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N.Y. • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

undertaking that is most revolutionary in character. The products of four departments were included in the improvement and standardization program. These are naval stores, cellulose products, paper makers' chemicals and synthetics. Each department was taken in turn and each product of which it forwarded samples was scrutinized. The type and size of container used for each product was examined. Then products and containers for all four departments were considered together and the minimum number of container types and the sizes of each type were determined. Not only was it necessary to consider the physical properties of each product—whether it was in powder, liquid, paste, lump or solid form—but it was necessary also to consider the chemical properties of each product. Obviously a product that will be contaminated by metal must be shipped in glass or some other suitable container. Proper liners for bottle closures had to be considered because some products with penetrating properties will seep through certain closure linings.

Finally it was determined that 27 containers would comprise the standard family of packages for samples of the products: five bottles, seven cans, three drums and pails, five telescope-type mailing containers and seven corrugated fibreboard mailing cartons. This was found to be the minimum number of containers that

could be utilized. The bottles are of two types: the Boston round and the wide-mouth type. There are two types of cans: the friction top and the oblong.

All cans and drums of the standard sample family are lithographed in one color, maroon, and all bottle closures are made of a maroon-colored plastic material. Labels were prepared for each product in sizes suitable for each container. However, to keep the number of labels at a minimum, the same size of certain labels was planned for use on more than one package. Address labels were prepared for each branch or plant forwarding samples. Ten sizes of sample package labels were the minimum number adopted. All mailing labels are of the same size. Thus a total of eleven label sizes are utilized. The result is that there are 272 standard container labels and 27 package address labels being used at the present time.

Labels for each of the four departments are distinguished by a different basic color: green, blue, orange and yellow. All are printed in maroon ink. The labels were checked with the Hercules patent and legal departments and, because nearly all samples are mailed, the package types and sizes and the label colors and format were checked with the Post Office.

One important innovation was made in packaging samples enclosed in glass bottles. (Continued on page 112)

Right: From 1- to 5-lb. samples of some products are mailed in these telescope-type fibre cans with metal ends. After the cans are filled, they are sealed around the circumference with specially printed gummed paper tape. Then the product labels and address labels are applied to the front panel.



Left: Four-oz. bottles and the telescope-type mailing container with metal ends in which the bottles are packed individually. All bottle caps are molded of a maroon-colored plastic.



WE'LL MAKE YOUR TIN CAN AS PRETTY AS A PICTURE...

GREENS . . . blues . . . all the radiance of a golden sunset . . . magically reproduced on a piece of tin and then fabricated into a metal package for your product . . . in all sorts of shapes and sizes . . . that's what Heekin does for thousands of manufacturers of products in hundreds of industries using tin cans. The cost is surprisingly low . . . the package is wonderfully improved . . . and sales go up because the consumer has more confidence in your product. An expert on metal lithography will be glad to talk it over.

THE HEEKIN CAN CO., CINCINNATI, OHIO

heekin cans
Lithographed
WITH HARMONIZED COLORS



Note new flowing script signature for Pepsodent and minimum of advertising copy on these toothbrush packages designed by Raymond Loewy.

Glorifying the toothbrush

Pepsodent paves the way for new cosmetic glamor in drug-store counter packaging

To change an old familiar package and the long established trade-name signature of a nationally known product takes courage, but additional success and profits are ahead for the company with vision to see when and how to do it. Such a change may be on the way for the Pepsodent Co. The story begins with two new toothbrushes. When the company decided to include toothbrushes, along with other Pepsodent branded merchandise in the field of oral hygiene, they called in Raymond Loewy to design these new products as well as their containers.

The company's demands were for new beauty and simplicity, with a minimum of advertising copy—package jobs that could take their place proudly at the point-of-sale with beautiful cosmetic packages. The brushes themselves were designed first: one called "50-tuft" made with synthetic bristles and transparent plastic handles in six colors to sell in the 50-cent class, the other called "Professional Type" with 19-tufts of natural bristle and opaque plastic handles in the same colors for the mass market to sell around 20 cents.

When it came to packaging. (Continued on page 116)



Sparklingly clean and cosmetic-looking are the designs for these two new Pepsodent products: dental cream (below) and mouthwash (left). The effect is achieved by generous use of white and simplicity of treatment.



Willoughby-Taylor Smoking Set, illustrated, was fabricated by W. C. Ritchie and Company for the Penn Tobacco Company. ETHOFOIL was chosen for this rectangular package because a tough material is needed to minimize breakage on the corners.



CHRISTMAS MERCHANDISE STANDS OUT

WHEN PACKAGED IN

Ethofoil
DOW ETHYLCELLULOSE SHEETING

New Christmas sales record established by smoking set packaged in ETHOFOIL—a tough packaging material for tough sales competition.

On 1941 Christmas counters—or at any season of the year—any year—merchandise that's well displayed gets the biggest "play."

And that's what ETHOFOIL* (Dow Ethylcellulose Sheeting) will do for your product—display it better—make it stand out over competition. ETHOFOIL is a clear, tough, transparent packaging material that will keep your product visible yet clean, neat and new, even with the usual rough handling during the holiday rush.

For instance, the average 1940 pre-Christmas report from the Penn Tobacco Company salesmen for the

Willoughby-Taylor Smoking Set reads: "Outsold any other \$1.00 deal in the retail stores."

ETHOFOIL is easy and economical to fabricate. It does not become brittle with age or discolored from light. It does not crack or break at low temperatures or in dry atmospheres and does not become distorted by storage in warm places.

ETHOFOIL is freely adaptable to rigid packaging demands. For more complete information write to the Plastics Sales Division of:

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Branch Sales Offices: New York, St. Louis,



Chicago, San Francisco, Los Angeles, Seattle

*Trade Mark Reg. U. S. Pat. Off.



The five prize-winning packages in the Pratt Institute Scholarship Design Competition. Note the display value achieved through emphasis of the product name. Three of the packages incorporate pouring spouts in their construction for increased consumer convenience.

Competition for students

The Third Annual Scholarship Design Competition, sponsored by the School of Fine and Applied Arts of Pratt Institute, Brooklyn, N. Y., was judged by a committee consisting of Charles A. Breskin, Publisher of Modern Packaging, who acted as chairman; P. H. Greff of the International Salt Co., and Byron J. Musser of Byron Musser, Inc. An award of \$100, presented by the Muirson Label Co., was allotted to the five winning entries, each of which received \$20. Six other packages were selected for honorable mention. This year, in recognition of the value of this project, Modern Packaging has given the student winning the first honorable mention a year's subscription to the magazine and a copy of the 1941 Packaging Catalog.

The Scholarship Competition, under the supervision of William Longyear, Head of the Department of

Packaging and Advertising of the Institute, required students to submit a design for a salt package. It was necessary for students to study all aspects of the problem—manufacture, costs, point-of-sale and the consumer. Economy of production and uniqueness of display were major factors in the problem.

The average results of the competition were very high in quality. The judges were impressed by the well-tailored, practical and professional appearance of a number of the packages.

Out of the 75 packages submitted, Arthur L. Querfeld, Maureen P. Lynch, Harold Tonnessen, Walter Moisan and Harold V. Herth received first prize and Elinor S. Beckwith, Robert E. Smallman, Stanley Samuelson, Joan Hallock, Katherine C. Grever and Robert R. Donovan received honorable mention.

Six honorable mention containers as designed by Pratt Institute students. Identifying data is well arranged, thus achieving a pleasing appearance. These packages would be easily identified when held in stock or when placed on dealers' shelves.





"Guaranteed by—" two simple words

that hold a wealth of meaning for you and for us. Yet, no wordy pledge could encompass more completely our sincere promise of uncompromising quality in all Rhinelander products. They range from the best that's made to the cheapest that's good.

RHINELANDER PAPERS

PROTECTIVE
PACKAGING

Genuine Greaseproof
Laminated Frozen Food Wrappings
Confectionery Papers
Cereal Wrapping Papers

Laminated Greaseproof Papers
Lard and Shortening Liners
Bakery Product Wraps
Coffee Bag Papers

Cracker Box Liners
Greaseproof Innerwraps
Glassine Papers, Plain, Colored
and Embossed

Wax Laminated Glassine
Opaque Label & Bag Glassine
Packing Industry Wrappings—
and Specialties to order

RHINELANDER PAPER COMPANY • RHINELANDER, WISCONSIN

CHICAGO
228 N. LaSalle St.

NEW YORK
41 Park Row

LOS ANGELES
1306 Newton St.

MINNEAPOLIS
713 Pence Building

Thirty Seconds TO MAKE A SALE

THIS is the critical moment that packages are designed for... the moment when the customer is making up his mind.

Picture your package at this point. Is it smart, modern, attractive? Does it display its contents in the most effective way? Has it protected the merchandise, so that the customer sees it at its best?

You can answer "yes" to all of these important questions, if your package is made with *Eastman Acetate Sheet*.

This versatile, durable material fits into almost any package design. The transparent type can be made into rigid, crystal-clear containers that show

every detail of the merchandise to best advantage. Or it can be combined with cardboard, wood, molded plastics, or other materials, to give just the desired visibility. Translucent types—natural-matte-surface and colored-matte-surface—are available for use when special effects are desired.

Such smart and serviceable packages present any product at its best. Every day, in thousands of stores, they are proving their ability to increase sales. If you are not using *Eastman Acetate Sheet* in your packages, write us for specific information and working samples. . . . Eastman Kodak Company, *Chemical Sales Division*, Rochester, N. Y.

Specifications and Fabrication Data

Eastman Acetate Sheet is available in rolls up to 40" in width and any convenient length, and in standard and cut-to-size sheets. Transparent type is furnished in thicknesses up to .020"; natural-matte-surface (translucent) type in thicknesses .003" to .010"; colored-matte-surface (translucent) type in thicknesses .003" and .005", in a wide range of lightfast pastel shades. All three types of *Eastman Acetate Sheet* can be scored, folded, pleated, fluted . . . take printing inks without wrinkling . . . can be sewed, crimped, stapled . . . cement with an unyielding bond . . . do not crack or shatter. The transparent type can also be molded and drawn.

BRANCH OFFICES: New York, Eastman Kodak Company, 350 Hudson Street; Chicago, Eastman Kodak Company, 1727 Indiana Avenue; PACIFIC COAST DISTRIBUTOR: Wilson & Geo. Meyer & Co., San Francisco, Federal Reserve Bank Building; Los Angeles, 2461 Hunter Street; Seattle, 1020 So. 4th Avenue. CANADIAN DISTRIBUTOR: Paper Sales Limited—Toronto, 11 King Street West; Montreal, 1559 Sun Life Building.



EASTMAN ACETATE SHEET
ATTRACTS • PROTECTS • SELLS



Window of transparent *Eastman Acetate Sheet* displays the product so well that neither salesman nor customer needs to handle it . . . makes the package as stylish as the product. PRODUCT: Hickok Manufacturing Co., Rochester, N. Y. PACKAGE: Flower City Specialty Co., also of Rochester.

MODERN DISPLAY



Glamor girl for razor blades

Pretty girl appeal is as old as display advertising itself, but every day come new and unexpected adaptations to reveal its universal power. Among the latest of these is a pretty girl to sell razor blades for the Gillette Safety Razor Co.

This company's new window display piece for national distribution is known as the "Gillette girl with the Mona Lisa eyes" to promote Gillette Blue Blades. In this window merchandiser is a larger than life size full-color photographic reproduction of a beautiful blonde siren beside a giant-size reproduction of the historic blue Gillette Blade package.

The girl's gown is green—the color of the original Mona Lisa's gown—and her eyes appear to be looking at you from every angle no matter where you stand. You can't escape this magnetic look or the powerful headline command over her head, "She's Looking at you. Are you looking your best?" And you can't miss the red bull's eye message on the other panel, "For the easiest best-looking shaves of your life

use" leading into the name of the product on the giant-size illustration of the package.

The entire display unit is shipped flat in one piece with complete instructions on the back for setting it up. When unfolded and the stapled-on headline banner is arranged in the proper slot, a third dimensional effect is achieved. Two easels on the back provide sturdy support. Dealers are instructed how to make the most effective use of this *tour de force* by the following injunction attached to the back:

"Mr. Retailer: Here's a girl with 'Mona Lisa' eyes. They follow you everywhere. Test it yourself! Stand this cut a few feet away and walk past it. Notice how her eyes are always on you. She will stop a lot of men in front of your store. Put her to work to sell Gillette Blue Blades."

Immediate reception of the display by the trade is ready proof that such pieces are used if they possess the proper appeal to the imagination.

Credit: Display by Einson-Freeman Co., Inc.



DISPLAY GALLERY

1 Odo-Car—a deodorizer for use in automobiles, bathrooms, etc.—is merchandised by The Expello Corp. in small glass vials which may be easily clipped into the car or on the wall of a room in the home. The new product is displayed via a counter unit that invites self-service. Vials by Kimble Glass Co.

2 This attractive counter unit attempts not only to dramatize the use of Propert's Leather and Saddle soap, but, at the same time, to imbue the product with the background of antique atmosphere which its "more-than-one-century" history warrants. The desired effect was achieved through the use of oak finishing on both the plywood cut-out figure and background and solid wood base and bin. Instead of the usual high gloss applied to such cut-out displays, the finish in this case was held purposely to one which was antique looking and dull. Designed and produced by Robert Kayton Displays, Inc.

3 Seven dozen tins of McKesson & Robbins' #99 cold tablets are packed in this display carton which is appropriately designed to inform the potential consumer of the three principal uses of the product. Outstanding construction feature of the counter piece is a hopper, located behind the upright back panel, into which samples of the product are stored and dis-

5



tributed by the druggist. Carton by Plampin Litho Co. Tins by Liberty Can Co.

4 The floor display stand adopted by Drewrys Ltd. presents beer and ale containers in a manner designed to tempt the consumer to wait upon herself. Thus "added sales" can be secured without effort or attention from clerks. The base of the merchandiser holds eight of the new six-can cartons sponsored by Drewrys. The easy-to-carry-home feature of these cartons is achieved by the unit's compact construction and light weight. Cartons and display stand by Gaylord Container Corp.

5 A welcome innovation in photo albums is the "Seeclear" Fotofolio marketed by the E. E. Miles Co. Each mounted photograph or negative is sheathed in an envelope of transparent sheeting. Thus the photographs may be preserved for long periods of time, since they cannot become smudged or marred. Transparent sheeting by the Dow Chemical Co.

6 The strong human appeal of this display, sponsored by E. R. Squibb & Sons, is found in the painting by Herbert Morton Stoops. It interprets a timely theme into an institutional advertisement for the House of Squibb. Produced by Kindred, MacLean & Co., Inc.

7 Here's a practical display that dealers in automobile supplies will welcome. It is easy to set up and has a spacious enclosed shelf piece for the presentation of various items marketed by National Carbon Co., Inc. A sheet of transparent acetate is attached to the front panel of the unit, thus making a stage setting on to which Eveready auto lamps are placed. The consumer can quickly see the articles on display, but the danger of pilferage has been eliminated. Created in collaboration with National Carbon Co., Inc., and produced by The Forbes Lithograph Co.

8 Twelve individually packaged bottles of Cecile d'Avril perfumes are displayed in this neat counter display unit adopted by Hunt Club, Ltd. Each of the panels on the front and sides of the merchandiser is covered with a transparent acetate sheet stapled to the cardboard frame, thus providing full visibility for the products displayed. The entire front panel is hinged at the top to the upright of the unit, offering ready access to the packages on the shelves. Storage space for twelve other packaged bottles is provided under the shelves, with access at the rear. Acetate sheeting by the Eastman Kodak Co. Fabricated by the Sagamore Paper Box Co.

9 A rigid cellulose acetate sheet has been cleverly formed to duplicate an exact copy of the front of the bottle used to merchandise Boots & Saddle whiskey. The horse and rider as well as the bottle are printed in eight colors, applied prior to forming. Designed and manufactured by Design Center, Inc. Acetate sheeting by Celluloid Corp.



Our First Line of National Defense —

lies in the strength and vitality of our people. The United States has marched down years of progress to achieve the highest standards of health of any nation in the world. For more than three generations the House of Squibb has contributed to this progress by serving the medical profession in its great service to the nation.





Giant cartons—a widely

Giant cartons have won wide acceptance in the grocery field as display pieces. **1-2.** Kellogg's Corn Flakes and Krumbles cartons by Sutherland Paper Co. **3.** Carton of foil-mounted board to simulate foil-wrapped package. Courtesy Reynolds Metals Co. Inc. **4.** Full color photographic reproduction on giant carton. Courtesy Michigan Carton Co. **5-6.** Giant cartons exactly simulating regular packages. Courtesy The Richardson-Taylor-Globe Corp.

It is a common—and perhaps natural—tendency for manufacturers to consider display as something requiring special forms of construction and special materials differing very greatly from those utilized in packaging. Frequently this is a correct viewpoint. But, in very many cases, it can be categorically stated that the package forms a very sound basis upon which to build an effective display. This is particularly true of widely advertised products where the function of the store display is largely to remind the consumer of the availability of an already familiar item. For this reason, perhaps, the largest national advertisers have utilized giant reproductions of their packages as a major portion—though by no means *the* major portion—of their display efforts.

The giant carton has proved most attractive to the retailer. It is easy to set up. It is easy to dispose of





used display medium

after it has served its function. It may readily be positioned in windows, on counters or high shelves or on floors. Frequently it serves to build up window backgrounds where other material would be unsuited to the task. Placed on the vacant spots of high store shelves, it performs an effective selling job and requires no attention. The giant carton does not become outmoded or outdated as readily as other types of displays. In fact, it remains permanently useful as long as the package shape, form or color remains unchanged.

In its simplest form, the giant carton display is lit-

Largest users of giant carton displays are drug sundry suppliers. Ipana, Mum, Palmolive and Colgate cartons below by National Folding Box Co. Pepsodent cartons by American Coating Mills, Inc. Italian Balm carton by Container Corp. of America. Human figures indicate true scale of all cartons.





14

14. Not all giant cartons need follow the conventional rectangular shapes. Nor need they be used solely for products packaged in regular sized cartons. The tucks on the Crystal White Family Soap box carton above are designed to simulate the folds on the paper wrap used on the sales packages. The Octagon soap carton duplicates the shape of the wrapped sales packages. Size of both cartons may be judged by the four standard Octagon packages in the foreground. Cartons by National Folding Box Co.

15. Frequently giant cartons are desirable when the sales package incorporates some special constructional feature. Cartons for Sylvania Tubes are tamper-proof. The giant display carton convincingly presents this feature. Photo courtesy National

15



15



16

erally what its name implies—a standard package scaled up proportionately in height, width and depth. Usually a far heavier weight of board is utilized to provide the necessary rigidity for the large surfaces. Since the carton is unfilled when used as a display, it must be completely self-supporting and its strength can be attained principally through the use of heavy board. Carton locks and tucks are frequently modified when blow-ups are made in order to gain additional strength. Many times it is found practicable to print the carton design on light weight board or paper and then to mount it to a heavier backing in order to build up the necessary weight. This procedure of mounting and finishing corresponds very closely to that followed in the making of lithographed window displays. When it is adopted it becomes possible to use very fine surface papers and reproduction processes such as could not be readily and economically applied directly to a heavy weight board. In view of the display function of the large container, such finer reproduction is sometimes very much to be desired.

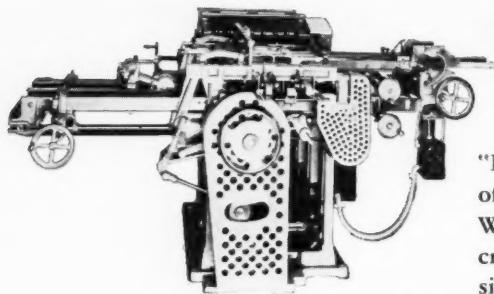
The giant carton need not necessarily be a reproduction of a carton-type package. Since it serves no function other than that of display, it might quite as well reproduce any package having a rectangular shape or, in fact, many packages having other than a rectangular shape. Thus many tight-wrapped and loose-wrapped packages have been reproduced in giant carton form. Foil-wrapped containers are duplicated in foil-mounted board. Soap manufacturers using paper wraps on their products have found it practicable to simulate these wraps in giant carton form. A similar trend is to be noted among other manufacturers, although it can safely be said that 75 per cent of giant carton displays duplicate carton packages. (Continued on page 108)

Folding Box Co. 16. One of the largest users of giant cartons is the Kellogg Co. This firm also utilizes large cartons duplicating groups of its standard sized packages. Both types may be seen here. 17. A giant carton is used mounted on a display easel to present Staley's Starch. Carton by Sutherland Paper Co. 18. Seemingly a stack of Rippled Wheat packages, this is actually a single giant carton carrying multiple reproductions of the standard container. Courtesy National Folding Box Co. 19. Kellogg's Pep cartons are used to frame display posters.





Megowen-Educator lures the DIME with tempting product display



Faultlessly wrapped on our FA Machines

"I look mighty tempting, don't I?—and a dime buys me," says each of these Megowen-Educator packages.

With practically 100% visibility to display these tasty-looking crackers, plus neat, faultless wrapping to make a quality impression, this line has all that it takes to ring the dealer's cash register.

All the 22 varieties in this "open boat" line, as well as other Megowen-Educator packages, are wrapped by our Adjustable FA Machines. Note the many sizes and shapes. Also observe how the machine forms the wrap just as smoothly and tightly over the rounded crackers as it does over the square types.

Because of its extreme versatility, its wide size range, its quick adjustability, the FA has won wide popularity among food manufacturers as well as in other fields.

Keep your information files up-to-date.

Write for leaflet on the modern FA

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts

NEW YORK

CHICAGO

CLEVELAND

LOS ANGELES

TORONTO

Mexico, D.F.: Agencia Comercial Anahuac, Apartado 2303
Buenos Aires, Argentina: David H. Orton, Maipu 231

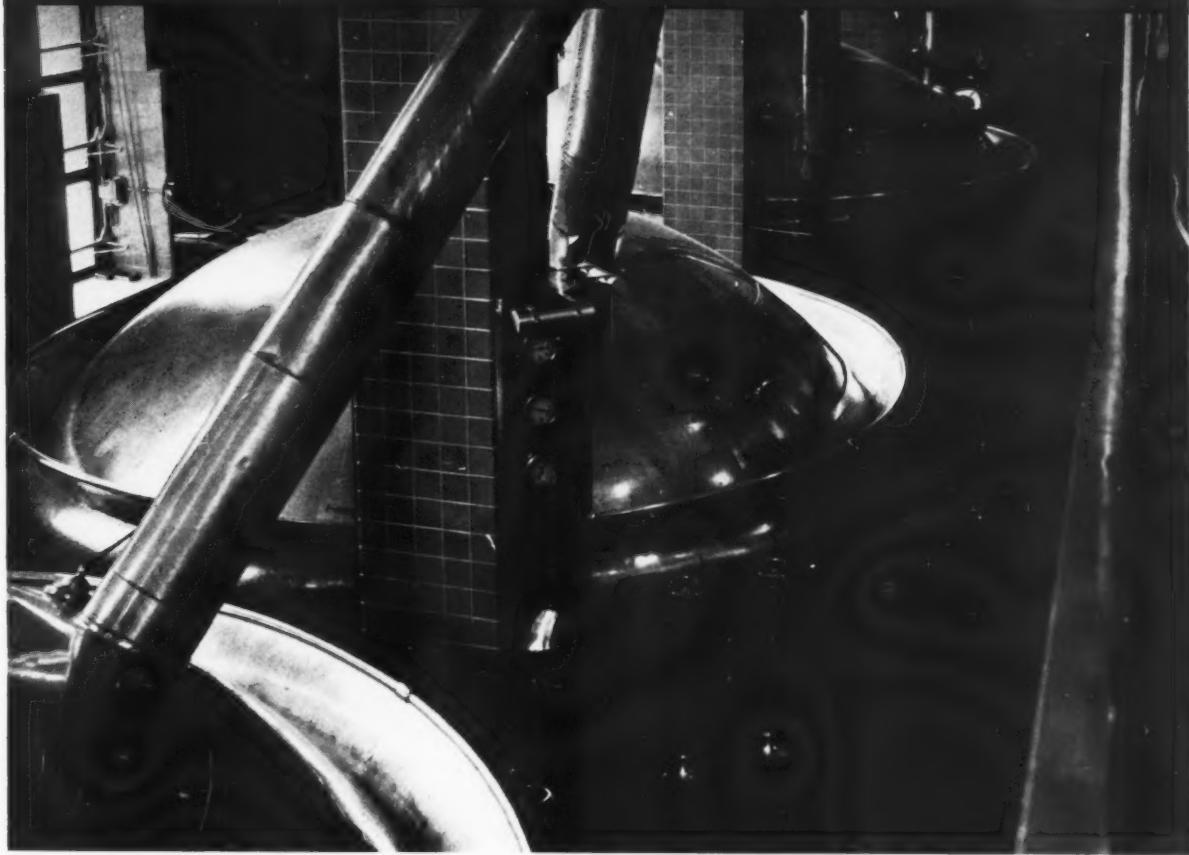
Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PACKAGING TECHNIQUE and PRODUCTION



The brewing of beer—and the packaging of beer—calls for large volume operations suggested by this view of the Schaefer Brew House.

Schaefer's bottling plant

On the eve of its 100th anniversary, the F. & M. Schaefer Brewing Company of Brooklyn has once again found itself outgrowing its brick walls and forced to undertake another expansion program. This has not been an unusual experience for the company. During its 99 years of existence, it has grown from a small one-story establishment located smack on busy Broadway, through half a dozen plant transformations into one of the four or five largest breweries in the United States.

The company weathered the Prohibition era in good shape and, under the slogan, "Our Hand Has Never Lost Its Skill," entered the post-Prohibition period with the good will of thousands of retailers and hundreds of thousands of consumers. In recent years repeated plant expansions have occurred. So much so, in fact, that Schaefer workmen never seem to lift their eyes if five or ten or twenty masons or carpenters suddenly

appear and start chopping holes in a heretofore permanent-looking wall.

The latest Schaefer expansion should prove of particular interest to packagers, as it represents a high point in the development not merely of beer canning and bottling techniques, but of conveyor and control systems as well. Moving its bottling department outside of the old brewery premises, the company has erected a new three-story and basement structure on a square block immediately south of its waterfront plant. Here, eight giant high-speed filling lines are capable of handling peak loads which formerly tied up production in the more restricted quarters of the old bottling rooms. Here, too, a completely integrated conveyor system brings empty containers in a smooth and steady flow to the filling lines, and takes filled containers into the ample storage spaces located on a separate floor of the bottling house. The conveyor system is controlled by



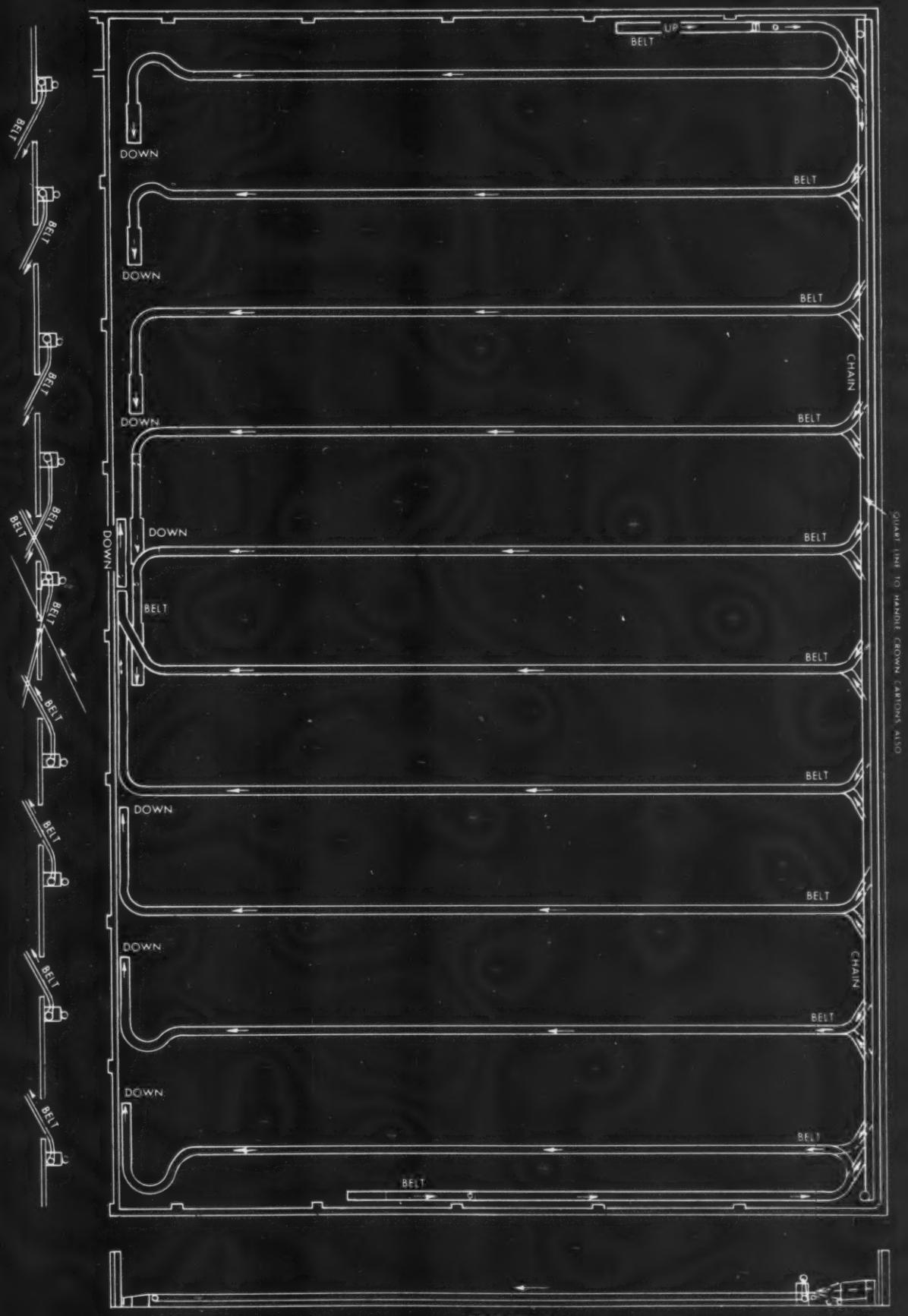
Washed and sterilized bottles are discharged twelve at a time from the two-story high bottle-cleaning machines and transported immediately by chain conveyor to bottle fillers.

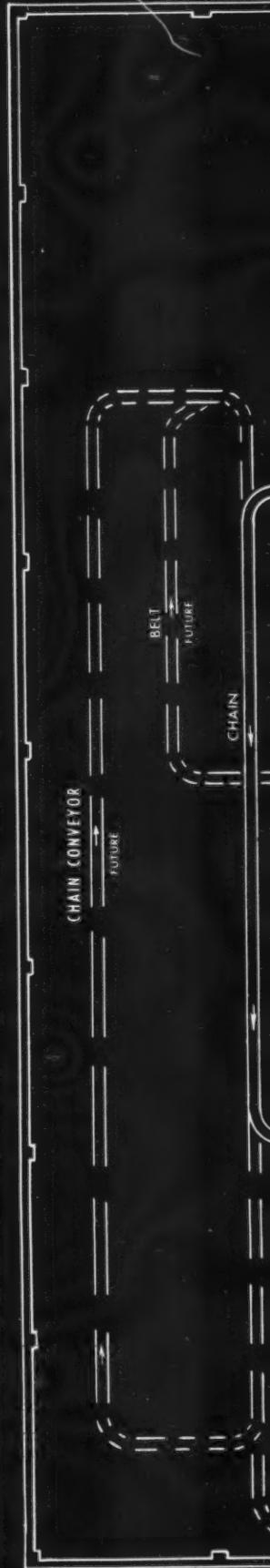
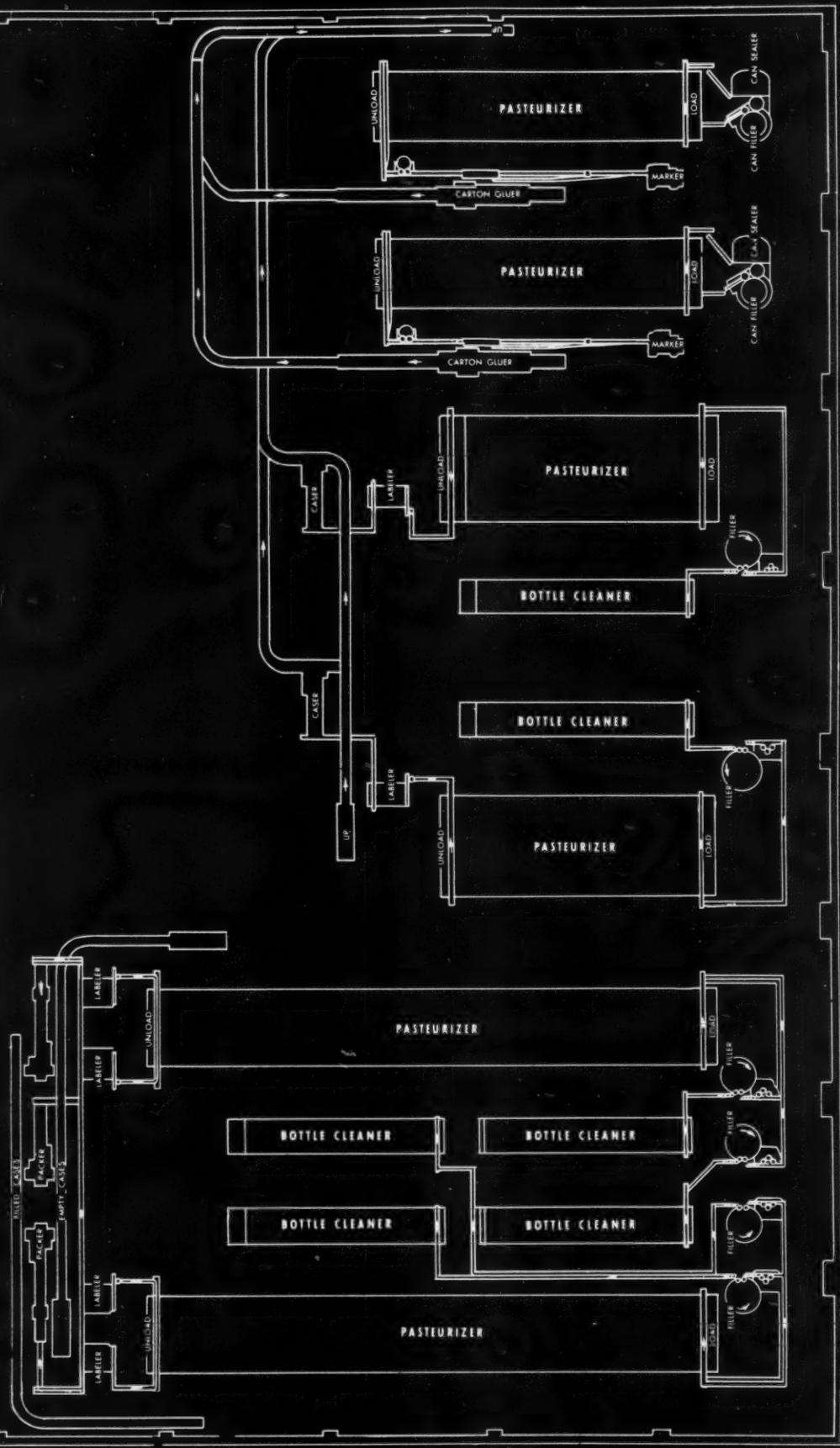
a unique counting system, which permits a dispatcher located in a glass enclosed office on the shipping dock to accurately control the movement of all materials into and out of the bottling house.

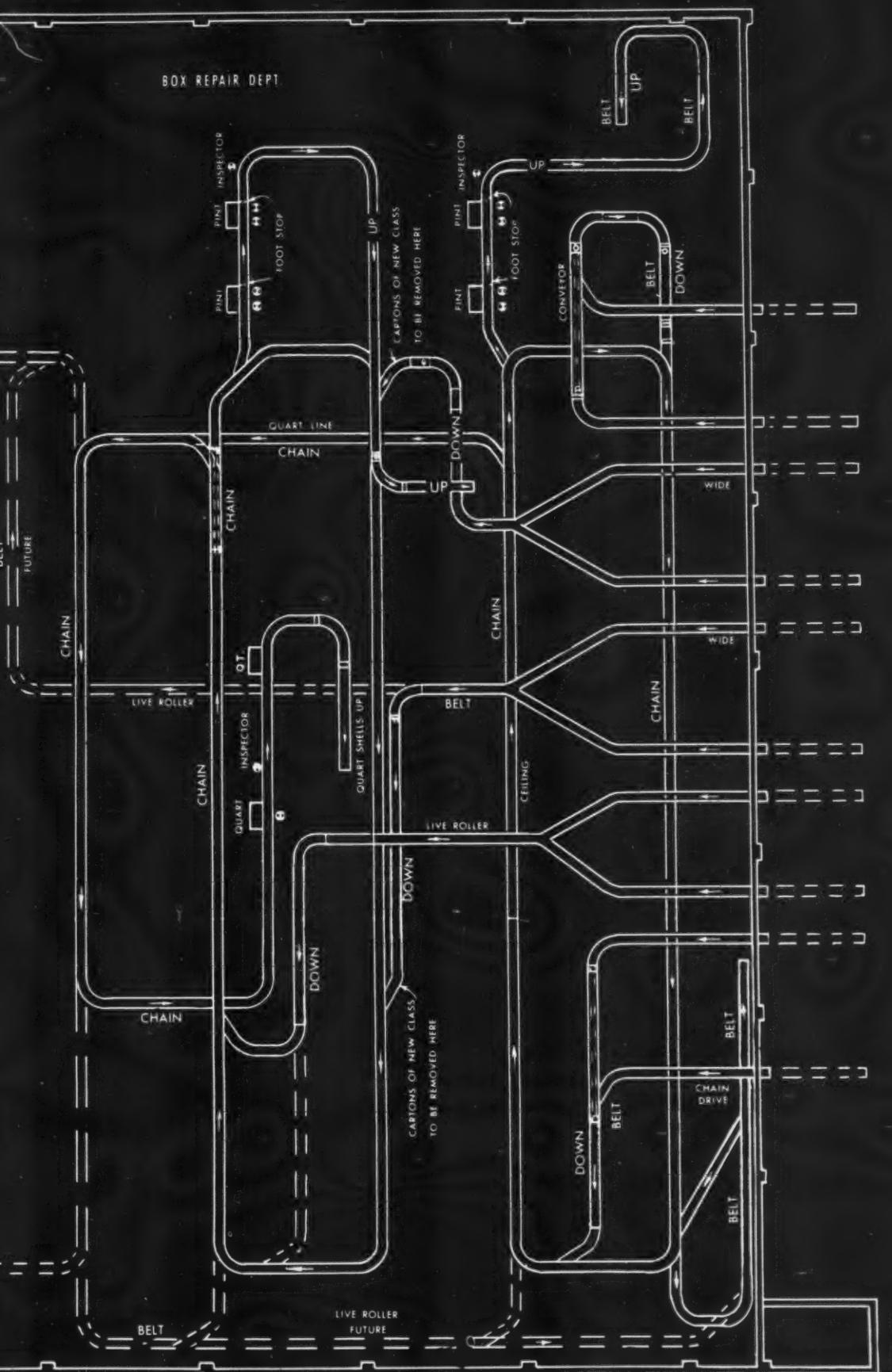
The bottling house measures 202 ft. in length and 130 ft. in width, with the entire first floor given over to packaging operations. Of the eight lines, two are devoted to can filling and cartoning, two to the filling and casing of quart size containers and four lines are for the packaging of the smaller, so-called 12-oz. "Steinie" bottles.

On the can lines an inclined conveyor brings the empty cans directly to two 50-spout can filling machines. These in turn feed to a can sealing unit, which then dispatches the containers on to the loading end of a pasteurizing machine. Here, moving slowly through a long hot water spray chamber, the containers take the best part of an hour to reach the discharge end of the machine, whence they are fed to a packing machine, which loads these containers into cartons. The cartons proceed through carton gluers and sealers, to be discharged on to inclined conveyors carrying containers to the storage floor above.

The two-quart lines start on the lower floor of the plant at the feed end of two-story high bottle cleaners. Here the used containers are freed from their earlier labels and washed and scrubbed clean of all dirt and contamination. The machines discharge to 50-spout low-pressure fillers which in turn feed to crown capping machines. To accurately control the flow of containers into filler and capper, and to properly space the bottles, auger feeds are utilized. The cappers discharge on to conveyors leading to pasteurizing machines each capable of delivering 110 qts. per minute. After a 45-minute pasteurizing session, the bottles reach the discharge end of the machine and are conveyed to adjacent labelers. These are of the six-wide type (i.e., labeling six bottles simultaneously). The labelers, in turn, discharge to cross conveyors which carry the bottles to case packers. Empty cases are brought up from the lower floor to the package packing stations and positioned on transverse roller conveyors immediately under the covering stations on the packers. As the operators trip the controls, the proper number of bottles drop gently into position and are carried off on discharge conveyors leading to the upper storage floor. Immedi-







1 Layout of the full case storage on the second floor of the F. & M. Schaefer Brewing Company's bottling plant. The transverse belt lines run between stacks of cased goods and permit of instant delivery from any section of the storage floor. The three-way belt device permits adjustment of these conveyors to take off cans, quart or pints as desired. Electric-eye control governed by the main shipping control room, stop these conveyors as soon as they have completed carrying their pre-determined load.

2 View of the main or bottling floor at the Schaefer plant. At the top are seen the two can filling lines with cartoning equipment. Conveyors carry the completed goods through the ceiling to the upper storage floor. In the center are seen the quart filling lines. The bottle cleaning machines are fed from the floor below. Cases likewise come up from the basement floor to be filled and to be shipped to the upper storage level. At the bottom may be seen the four pint-bottle lines (utilizing the pasteurizers). Here again empty cases are delivered from the lower floor as needed and finished goods pass upward to the storage level.

3 Plan view of the lowermost floor showing layout of conveyors designed to handle empty cases and bottles received from the ten unloading docks. The system is designed to re-distribute same—the bottles to the washing machines and the empty cases to the packing machines on the main floor, to be repacked with filled bottles. Note take-offs marked "quart" and "pint" indicating loading points of the bottle cleaners. The control room is seen in the lower right hand corner. Here the patcher takes each truck's shipping order and, by remote controlled electric-eye devices, governs the dispatch of cased goods from the storage floor above. Note the provision for future extension of the system.



ately beyond the packer stations a hand operator, using a wooden jig, inserts a protective cardboard covering, on each filled case, which surmounts the necks of each of the bottles and thus adequately serves to keep light away from the beer.

Somewhat more intricate is the layout for the steinie bottling lines. Here four bottle washers, four fillers and four cappers are arranged to feed their output into two automatic spray-type pasteurizers. These 80 ft. long machines in turn discharge their output to four labelers, each capable of labeling eight bottles simultaneously. Empty cases are brought up to three convergers and case packers. While the layout of this section of the plant is perhaps more intricate than that of those serving the larger types of container, the sequence of operations is basically similar and the individual machines are identical, except in respect to the size and capacity.

The entire output of the bottling floor is carried by conveyor to the floor above. Thus the entire movement of materials in the plant is in an upward direction, empty cases and new materials entering first at the basement or lower level, then proceeding to the main filling floor at street level and thence to the storage floor above. On the storage floor an intricate conveyor system is utilized to permit withdrawal of cased goods and discharge to ten stations on the loading platforms at street level. This conveyor system is in turn controlled by a counting system, utilizing electric-eye equipment to perform an intricate series of operations. The counting system counts empty cases discharged from trucks at the loading dock. It also registers production of the packing machines and controls the shipment of full packages from storage.

The product is handled in three sizes of packages referred to for brevity as pints, cans and quarts.

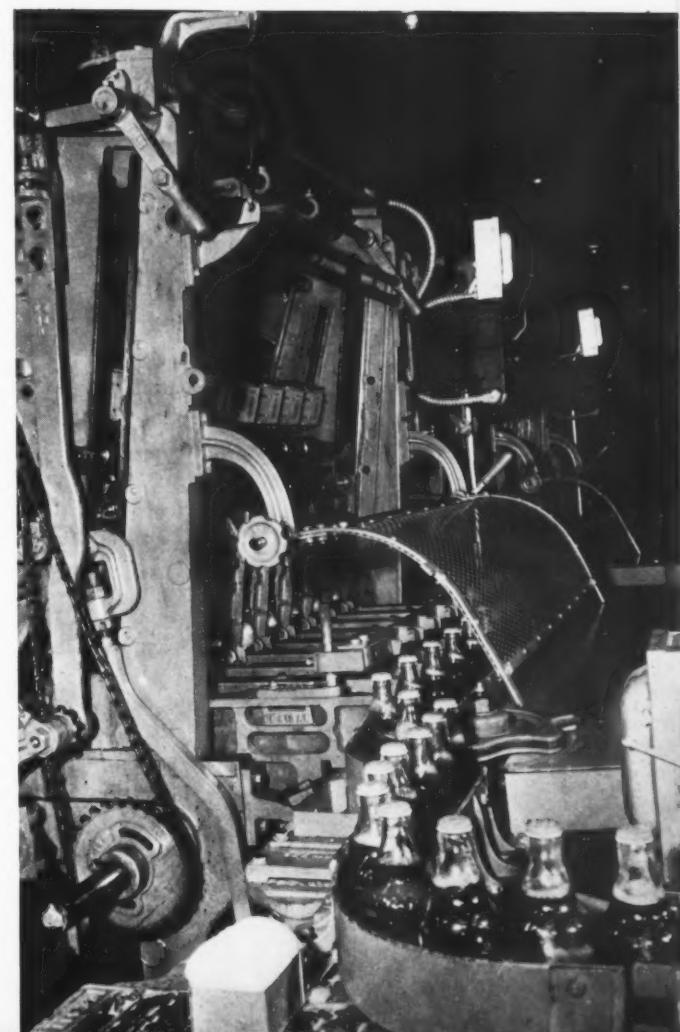
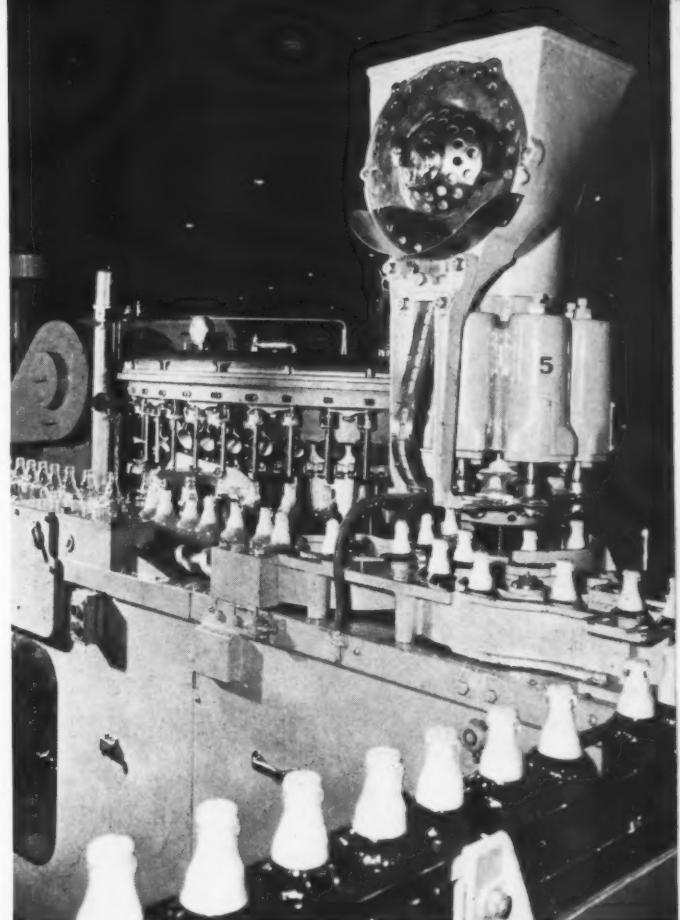
A wooden case containing 24 "Steinie" pint (12 oz.) bottles is 8 in. high, $13\frac{3}{4}$ in. wide and $20\frac{7}{8}$ in. long.

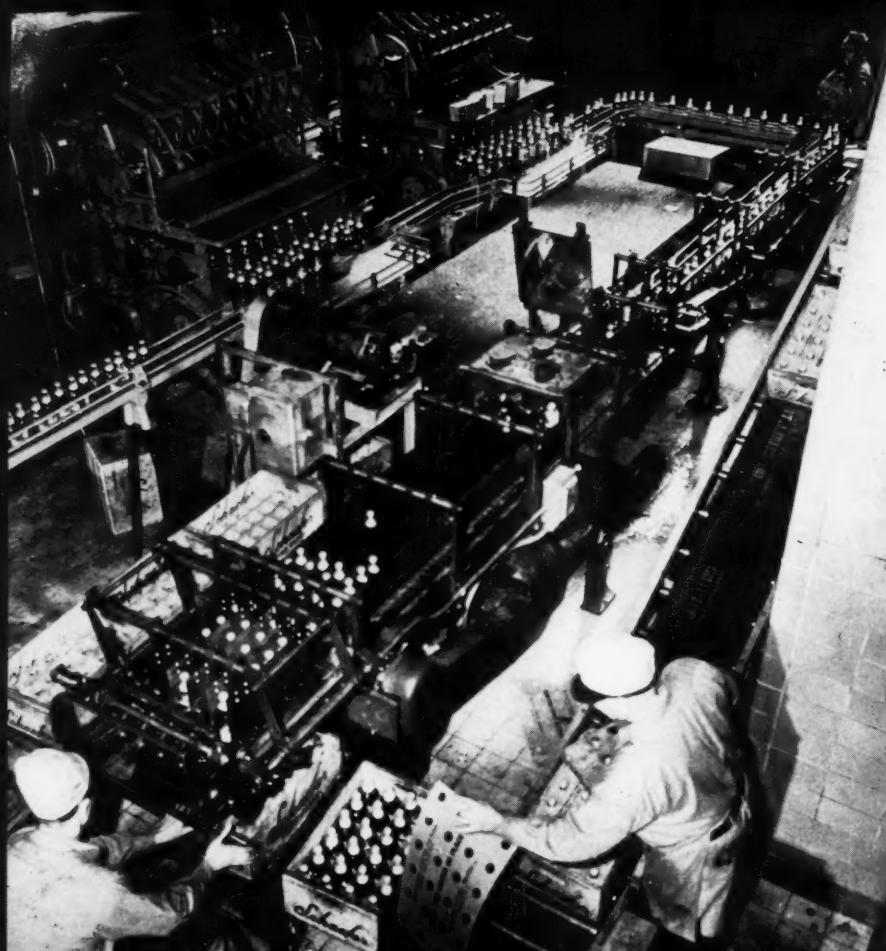
A cardboard carton containing 24 pint 12-oz. cans is $5\frac{1}{2}$ in. high, 11 in. wide and 16 in. long.

A wooden case containing 12 "Steinie" quart bottles is 12 in. high, 12 in. wide and 20 in. long.

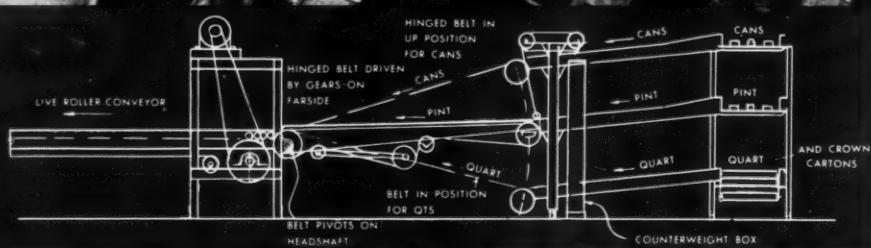
The counting system does not provide for counting "cans" on the empty case conveyors as none are returned, but does provide for counting cases of new glass which are for "pints" $14\frac{1}{2}$ in. high, $16\frac{3}{8}$ in. wide, and $18\frac{1}{4}$ in. long, and for "quarts" $10\frac{1}{2}$ in. high, $15\frac{3}{4}$ in. wide, and $23\frac{1}{2}$ in. long. These are only to be handled on conveyors No. 6 and No. 8.

Above: Filling and capping of pint bottles. Empty bottles are seen entering the rotary filling machine at the extreme left. The filled bottles are discharged at the center where a worm feed spaces them for entrance through the star wheel of the capping machine. Capped bottles are seen in the foreground proceeding to the pasteurizer. Right: pasteurized bottles are here shown being fed into the 8-wide labeling machines. Label reservoir may be seen in the upper portion of the machine, while bottles just labeled may be seen on the lower bed ready to leave the labeling machine to proceed on to the next station.





Bird's-eye view of the finishing end of two of the four pint bottling lines. In left rear may be seen the discharge section of the pasteurizer feeding to two 8-in-a-row labelers. These, in turn, discharge to the conveyor which carries them around through gathering passages to the caser station. Here the operator loads the bottles by tripping a discharge switch. His assistant quickly places a cardboard shield over the bottles to protect the beer from harmful effects of sunlight. The cases then proceed by inclined elevator to the upper floor.



The system also provides for counting cartons of crowns when they are put on belt 107 to be sent to the hopper locations on the second floor over the same conveyors as quarts coming from the packers. The crown cartons are approximately 14 in. high, 11 in. wide and $14\frac{1}{2}$ in. long.

Each conveyor over which these cases pass has a vertical curve or abrupt change of direction in the vertical plane which will produce a V-shaped gap or "break" between cases that would otherwise be touching each other. The intercepting of a light beam passing through this "break" by a case traveling on the conveyor, reacts on a light sensitive vacuum tube system and sends an impulse to one or more electric counters which register the total number of cases since the counter was last reset. The vacuum tube and accessories are referred to as the "eye."

Some of these counters have four digits; some, six digits. The latter are used for recording the total over

a longer period or keeping the total of more than one four-digit counter. Certain counters are constructed so that any four-digit number can be set up on them by hand; when this total is reached on the register of this counter, the device will operate a relay to make a contact. These are called predetermined counters (abbreviated to PDC). This action of the PDC is used to stop the conveyor from which the PDC is operated. The conveyor cannot be restarted until the PDC has been reset by a switch included in its construction. The switch has three positions: start—top—reset. The normal sequence is to throw the switch to "reset," when released it will return to "stop." This sets the internal contact mechanism back to zero, but does not change the manually predetermined setting nor the register reading. A new number (of cases) can then be set up on the four digits by hand. Throwing the switch to "start" will permit the conveyors to run again until the number of cases for which the predetermined

Users Say

*"There's None
Better"*

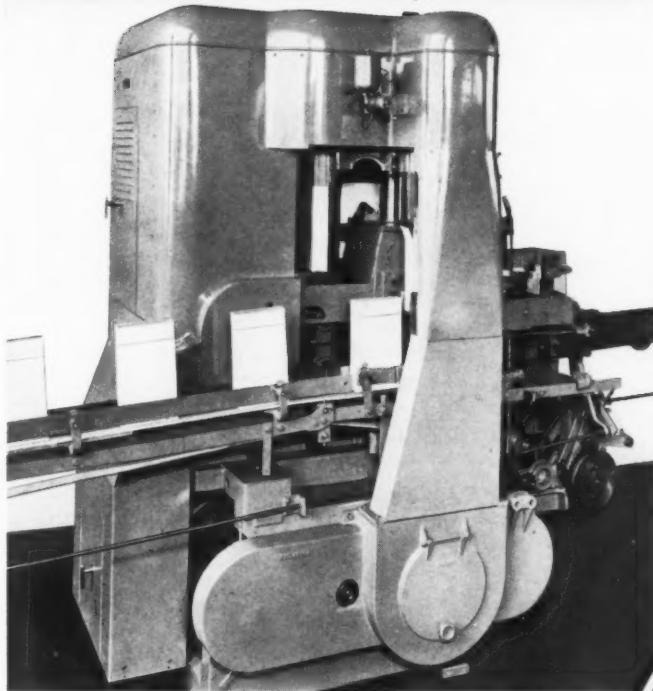
PNEUMATIC CARTON FEEDERS AND BOTTOM SEALERS

When, over a period of 33 years, one concern alone purchases 139 Pneumatic Bottom Sealers—makes comparisons—checks and rechecks the economy of these units from every possible angle, then continues to buy Pneumatic whenever their packaging requirements call for additional equipment, it is evident that the user is convinced THERE'S NONE

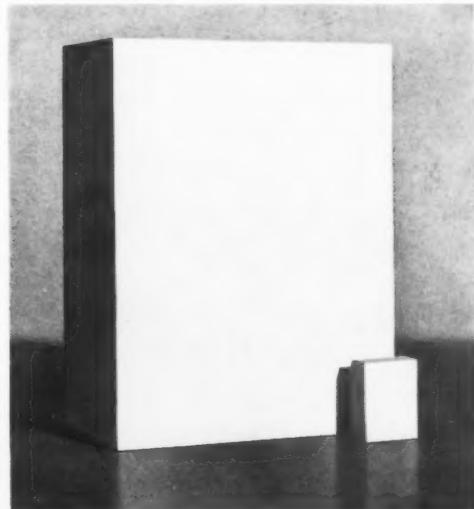
BETTER. It's hard to beat a record like that.

Pneumatic's original idea of glue-sealing carton bottom flaps while the carton is firmly held in a rigid block was so basically sound that it is still the finest method after 40 years of successful use. This block system of bottom sealing automatically squares each carton and applies a ton of pressure to the glued flaps making certain of a tight seal.

(BELOW) Hi-Speed Carton Feeder & Bottom Sealer Class No. 1142 (Type D)—One of Pneumatic's nine different models for Feeding, Forming and Bottom Sealing or Tucking Cartons at speeds ranging from 10 to 105 per minute.



(BELOW) Tiny packets measuring $\frac{3}{8}$ " x $1\frac{1}{4}$ " x $2\frac{1}{4}$ " high or giant cartons $5"$ x $9"$ x $12"$ —there's a Pneumatic Bottom Sealer of one model or another to suit your requirements. All models adjustable for different carton sizes within certain limits.



PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., North Quincy, Mass.

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

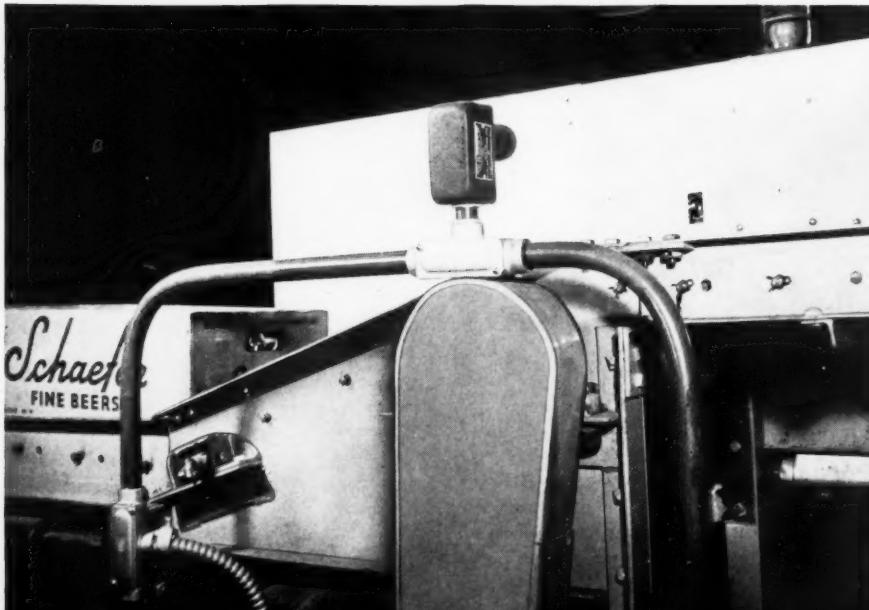


mechanism is set have passed the counting position. After any desired records are made, the register in the PDC should be reset by hand back to zero each time the counter is reset.

The basic system commences with a "safety" switch with over-current protection for the circuit by a fuse in the switch case. For convenience at the Shipper's Office control board, there is an additional control switch. A pilot light shows when the circuit is energized. These switches and lights are at the points of control for the counter system in question, i.e., in the Shipper's Office for unloading conveyors and shipping conveyors, near counting position for production conveyors. When a counter circuit is energized, the light source and the vacuum tube of the photo-electric cell are energized immediately and a definite time relay starts to operate through a motor-driven clock in its construction. After an interval of about fifteen seconds (adjustable), the definite-time relay "times out" and completes the energizing of the counter circuit through an auxiliary relay. The system is then ready to count. Without this time relay, the counters would make a false count of one case because of the vacuum tube

being "cold." The light source is energized through an auxiliary relay which will hold the counter circuit open if the lamp in the light source burns out, or if the light source circuit is incomplete or de-energized. The contacts of one of the auxiliary relays are connected in the conveyor motor control circuit so that the conveyor cannot normally operate unless the counting system is in operation. A single pole, double-throw switch in the photo-electric relay makes a contact and sends an impulse to the counters while the light beam is interrupted, as by the passing of the case. The other position of this switch making contact when the light beam is not interrupted is not used in the basic system but is used in the shipping conveyor system, as will be described later.

There is only one photo-electric device for each pair of unloading conveyors. To prevent cases coming through both unloading conveyors of a pair at the same time to an eye location which would not work well on the conveyors and would not keep separate count on the two adjacent unloading conveyors of a pair, a gravity-operated stop is installed in each unloading conveyor. When one of a (Continued on page 110)



Above: A portion of the control room panel showing control and recording instruments. From within this room, it is possible to control every materials handling operation in the entire bottling plant. Below: Electric-eye control mechanism on a conveyor line in the storage section of the plant. When the number of cases recorded by this mechanism reaches a pre-determined count, the conveyor automatically stops until it is re-set again.

Coffee kept roaster-fresh in a Transwrap package

How Philip Wechsler & Son produce
a flavor tight package—*faster, cheaper!*

THIS KEEN
MERCHANTISER
PUT THE
PACKAGE
TO WORK!

When Wechsler customers please *their*
customers, Wechsler profits—
So—

Packaging pulverized coffee for use by
restaurants, lunch rooms and fountains,
Wechsler meets a highly competitive field

with a fine product—and *they give their salesmen an important extra point that clinches sales!*

The full-bodied flavor of Wechsler coffee is sealed in, right up to the minute of use, in a TRANSWRAP package—formed from “Cellophane”—filled to the correct amount—and heat sealed by the S & S TRANSWRAP machine. Flavor retained; always fresh coffee; a package more convenient to open and to handle . . . orders are secured more easily because of these obvious advantages. Returns are minimized and brand is identified.

And, on the TRANSWRAP machine, packaging costs are down, speed is up . . . extra sales entail no extra cost.

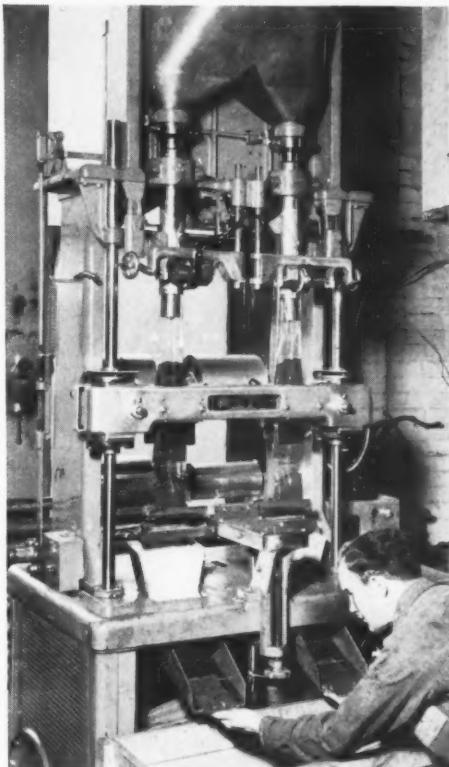
This is double value—applies equally well to packaging of foods, drugs, chemicals, candies and nuts of many kinds. Send us samples of your products and we will tell you about the extra profit possibilities in S & S equipment for filling, packaging, wrapping them.

STOKES & SMITH CO

PACKAGING MACHINERY PAPER BOX MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.



*The old—and the
TRANSWRAP.
Better looking, tighter,
stronger, more appealing,
more economical!*



SALES-BUILDING PACKAGES
ARE PRODUCED
ECONOMICALLY ON THE

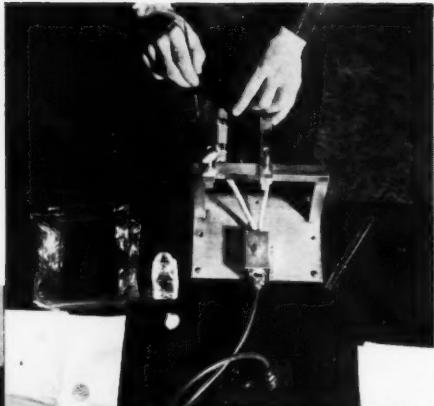


Transwrap

FORMS—FILLS—SEALS—60 OR MORE PER MINUTE!

Packagers go to school

New Eastman Transparent Packaging Laboratory provides technical and practical experience for makers of rigid transparent containers



1



2



3



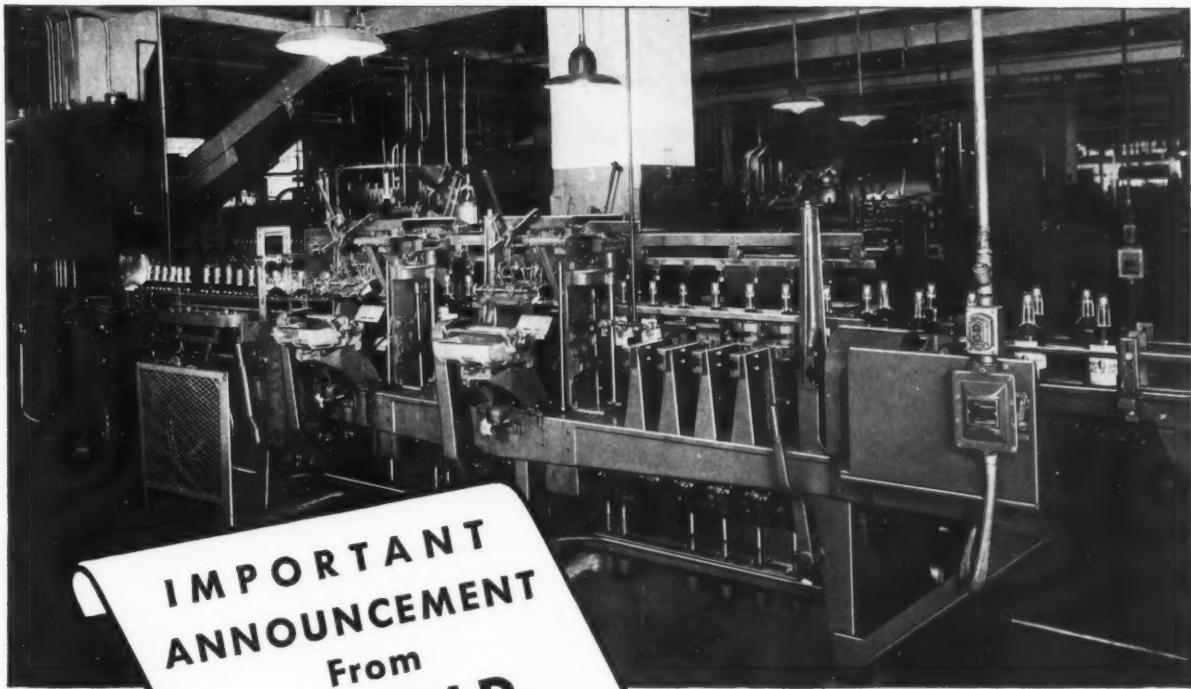
4

- 1. Cementing of rectangular containers is performed on adjustable, thermostatically-controlled heated bars.
- 2. Forming pre-cut blanks on a foot-operated, heated creaser.
- 3. Bird's-eye view of one of the tables with special equipment for forming and cementing cylinders of various types.
- 4. Cylinder-forming mandrel equipped with heated-seam plate and pivoted clamp bar.

Representing perhaps one of the first attempts of this sort in all the packaging industries, the new Transparent Packaging Laboratory, established by the Eastman Kodak Co. at its Kodak Park Rochester plant, is designed to aid the company in disseminating knowledge as to methods of fabricating transparent materials. While an effort of this sort would be important in any field of packaging, it is particularly noteworthy in the rigid transparent container branch of the industry.

Since the introduction of rigid transparent materials and their wide adaptation to packaging purposes, the technique of fabricating these materials has developed at a rapid rate. Owing to the fact that nothing, or very little, in the technique of fabricating transparent containers is actually secret, the Eastman Kodak Co. has taken the view that the widest possible understanding of the fundamental operations by fabricators will result in the most efficient development of the industry. Moreover, it was felt that such dissemination of knowledge would result in the production of better containers and the development of more efficient methods of production. Thus, the company very logically sought about for some method of encouraging the development of new techniques and making available data on the best methods of performing established techniques of container fabrication.

The solution to the problem has now been found in the form of a well-equipped Transparent Packaging Laboratory, installed in one of the newest buildings at Kodak Park. Here is assembled a representative cross section of the machines and accessories developed for the fabrication of transparent containers. The laboratory is, in fact, virtually a schoolroom and



Old Quaker quarts are labeled swiftly, efficiently and economically by this WORLD Automatic *BEE-LINE* Straightaway Labeler at the old Quaker Division at Lawrenceburg, Indiana and Joseph S. Finch Division at Schenley, Pa. — Divisions of Schenley Distillers Corporation.

New WORLD Automatic *BEE-LINE* Straightaway Labelers

have already won their spurs in three leading bottling plants.

The new *BEE-LINE* construction eliminates banging, jarring and jamming, permits safe, smooth, continuous labeling of the new light weight glass.

Double pressure-wiping of each bottle assures smooth, clean label application. Reeves Variable Speed Drive permits precise synchronization of labeling with preceding and following operations.

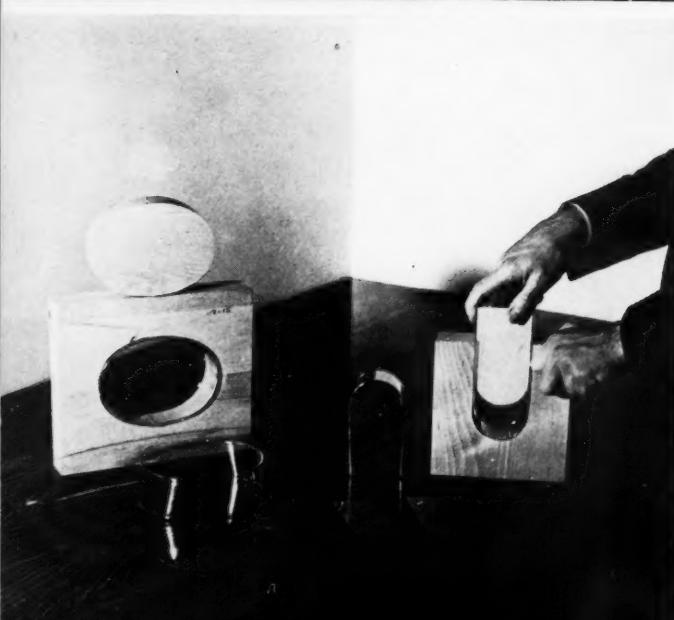
The WORLD Automatic *BEE-LINE* Straightaway Labeler applies front, back and neck labels — any or all, in one operation — to round, square, flat, oval or panel bottles and flasks. For complete information, write

ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

Worcester, Massachusetts

NEW YORK BOSTON BALTIMORE PITTSBURGH CHICAGO SAN FRANCISCO LOS ANGELES
SEATTLE PORTLAND LONDON MONTREAL TORONTO WINNIPEG
VANCOUVER SYDNEY, AUSTRALIA WELLINGTON, N. Z. SAN JUAN, P. R.



5

fabricators are to be invited to attend or to send plant superintendents and production foremen for instruction.

Visitors will be permitted and encouraged actually to make containers upon the laboratory's equipment and a thoroughly experienced staff, under the supervision of V. M. Howe, will assist each guest in exploring the intricacies of container fabrication. Most of the equipment which has been installed in the laboratory has been specially designed, in many cases, for the utmost flexibility and simplicity.

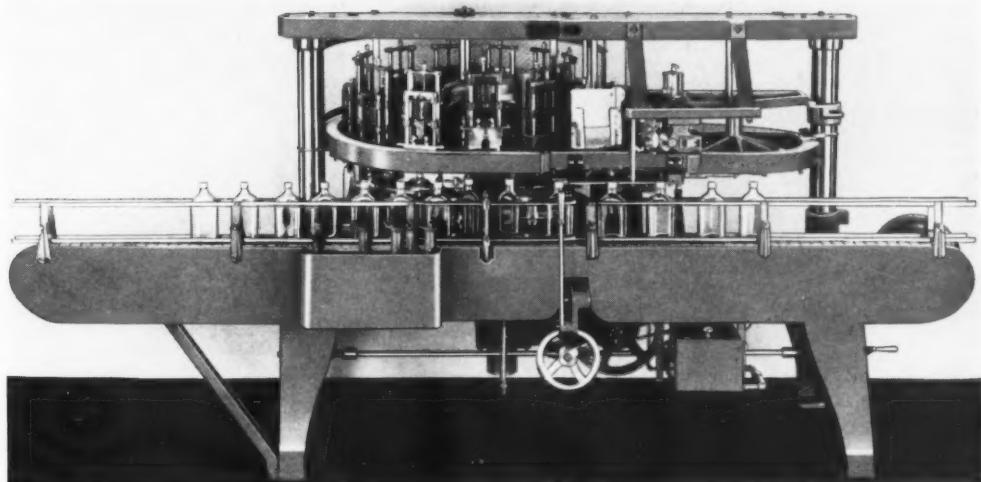
One purpose has been foremost in the design of this equipment—that is, to reduce each operation to its basic principles. The laboratory set-ups are purposely stripped of any complications that might confuse the user or obscure the fundamental points involved. Thus, instruction can be placed on a clear, direct, a-b-c basis.

In this respect—and in this respect only—the laboratory equipment differs from that installed in production plants where adaptability is often not quite so desirable a consideration as in this case.

The laboratory visitor is first shown methods of cutting rectangular container blanks, the creasing of such blanks and the assembly on cementing jigs. The next step is the formation of cylindrical containers and the beading of cylinder shapes. In another section of the laboratory is equipment for beading flat sheets and jigs for the assembly of such beaded elements into containers of various complicated shapes. Finally, the equipment and methods for both shallow and deep drawing are demonstrated.

Although the new laboratory has been in process of organization for many months, it is only now opened to the industry. Since the company feels that each visitor will require a full day, and that some will want to spend several days, requests to attend sessions will be handled on a priority basis.

5. Beading cylinders on heated dies. In lower left corner is seen a "toadstool" used in cementing bottoms into cylinders. 6. Dies used in the hand press for shallow and deep drawing and for beading. 7. Close-up of a single-edge beader. 8. Hardwood blocks are used to facilitate assembly of odd-shaped containers.



This is the Machine That Makes Your Bottling Line Fully Automatic

At the Packaging Convention just closed, the New Automatic Strip Stamping Machine demonstrated its fulfillment of a definite need in the liquor industry. The absolutely uniform placement of revenue stamps on bottles—at a speed of 40 to 120 per minute—with perfect adherence to bottle contours—the safety devices to prevent breakage and stamp mutilation, together with its "made-to-order" spot in the production line . . . all point to another "Wright" contribution to the packaging needs of industry. If you missed the Convention, write for full details on this machine.

----- LET "WRIGHT" SOLVE YOUR PACKAGING PROBLEMS -----

The experience of nearly half-a-century's work in the packaging field, plus its exceptional engineering personnel, has given this organization the keen insight into intricate problems that usually brings about the most economical solution. Phone, wire or write for details about "Wright's" unusual services. Get in line with "Wright" and be right!

ESTABLISHED
• 1893 •



PACKAGING
ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.
DURHAM CABLE ADDRESS YONWRIGHT NORTH CAROLINA, U. S. A.

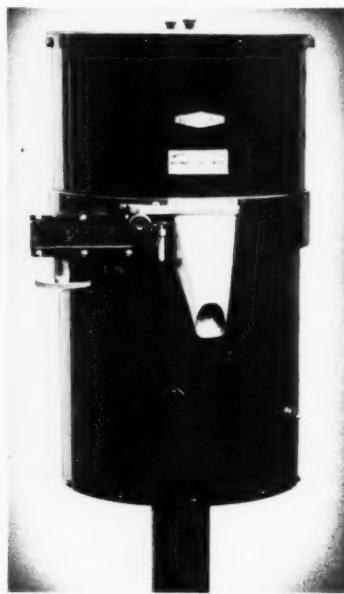
Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES



NEW FILLER

Weigh Right Automatic Scale Co. has announced the development of a new device—designated as Paking Model A—for net weight filling of bags, envelopes, cans, etc., in a range of sizes from $\frac{1}{8}$ to 5 oz. Variation of volume can be gauged, while the machine is in operation, with a control knob. The principle of

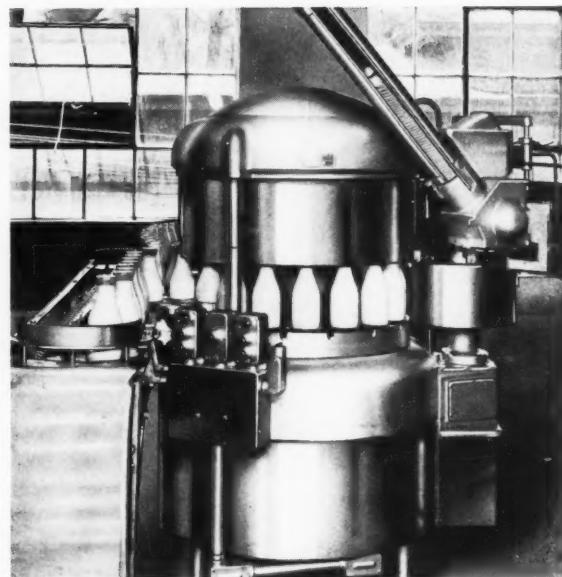


operation is simply a method of accurately metering the stream flow, i.e., automatically gauging an exact amount once every revolution. Speed of the unit can be predetermined to production requirements for automatic or semi-automatic adaptation. The device handles coffees, ground spices, chemicals, powders, cereals, etc. It stands approximately 58 in. high and utilizes a $\frac{1}{4}$ -hp. motor.

HOODING MACHINE AND NEW CLOSURE

Sealright Co., Inc., has introduced a new milk bottle closure, known as the Sealon Hood. The cap is treated with a coating of non-porous, non-toxic, thermoplastic, this plastic coating strengthening the paper and making it highly resistant to moisture, as well as serving as the sealing medium. The machine here illustrated receives bottles after they have been filled and capped, applying the new hood over the pouring lips of bottles. Before the hood is affixed to the bottle, it must pass through a heat conditioning oven where a temperature of 500 deg. F. makes the plastic pliable and prepares it for sealing. As the bottles come into capping position, the hoods are ejected from the oven and crimped by means of mechanical fingers over the top and around the neck of the bottle. Exposure to ordinary room temperature instantaneously hardens the plastic, causing the side pleats of the hood to adhere securely together, thus forming the finished hood.

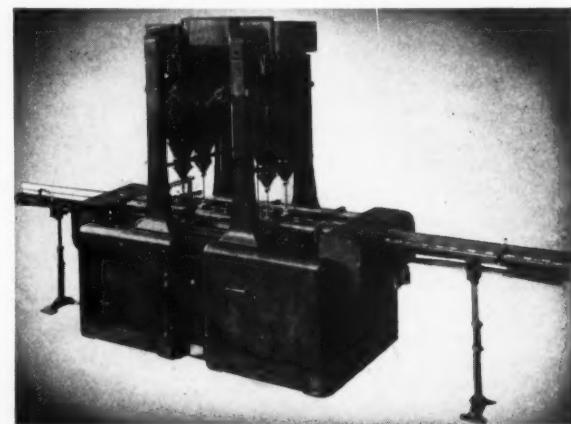
The heat treatment performs two important functions. First, it causes the coating to act as the sealing medium which neatly



and effectively holds the pleats of the hood together. Second, the action of the heat kills any pathogenic bacteria which may have formed on the pouring lip of the bottle as a result of handling or exposure either during storage or at the time of filling and capping. Thus the hygienic purity of the milk itself is effectively "sealed in." In order to remove the hood, the seal of several side pleats must be broken. Although the hood cannot be removed without detection, it retains sufficient of its hood shape so that it may be used as a protective cover for partially empty bottles. Machines are available in various model sizes to fit individual dairy production requirements.

AUTOMATIC PACKER-WEIGHER

An automatic packer-weigher—Model JN—which is also claimed to be capable of operating as a volume packer, volume filler and gross weigher has been developed by U. S. Automatic Box Machinery Co., Inc. The machine has four filling stations. It



automatically divides empty containers into two lines and assembles filled ones into one line. However, either or both lines can be operated for straight-through production.

When utilized as an automatic packer-weigher or volume packer, the empty containers are elevated, causing the actual filling to take place under controlled pressure suitable for the type of material and size of container. When utilized as a volume filler or gross weigher, provisions have been made to incorporate a vibrating type of settling device which is adjustable for different kinds of materials. Also the first two stations can be used, if desired, for bulk filling and the last two stations for accurate check weighing.

The machine is said to be easily adjustable and convertible for different size containers. Container limits are for a base up to 5 in. long by 4 in. wide and from $\frac{1}{4}$ in. or more in height.

SPRAY-COATING MACHINE

A machine to spray lacquer or other protective internal coatings into collapsible tubes, cans or other types of metal containers has been developed by the F. J. Stokes Machine Co. The unit applies coatings by means of an automatic spray-gun. The tubes or containers are placed, by an operator, in holders or cups carried by an indexing dial from station to station. There are 16 holders, providing ample working space for efficient handling of the containers.

Each container controls its own coating operation, an indexing device being provided which is actuated by each individual



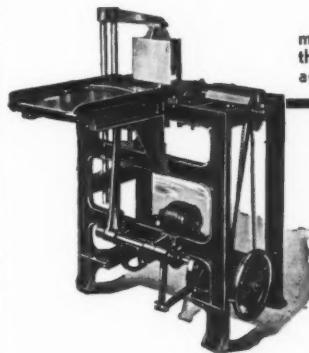
container as it passes into the coating station. This prevents waste of material and the smearing up of the mechanism in case the operator skips a cup. Containers are lifted to bring the spray nozzle to a suitable distance from the bottom, the control for starting and stopping the spray being adjustable and so arranged that a coating may be applied either as the nozzle enters or withdraws.

If desired, coatings may be applied while containers travel in both directions, thus applying a double coat with additional assurance of perfect coverage. A feature of this machine is the high speed at which the container is rotated during the coating operation. This high speed tends to plaster the coating material onto the walls by centrifugal action, with resulting improved bond and uniformity of film. The machine illustrated is arranged for internal coating only, but attachments are available for easy changeover to apply internal and external coatings.

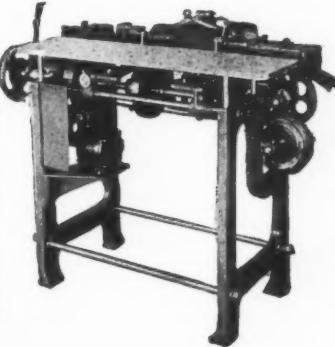
It Can Happen to You!

...and WILL with these machines

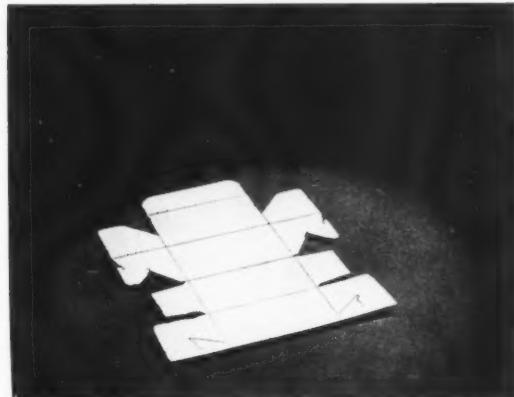
ECONOMY . Desired by most plants and obtained by those who mechanize their packaging line.



THIS PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto a conveyor where they are carried to be filled. If several size cartons are desired to be handled, machine can be made adjustable.



THIS PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. After the cartons are filled, they enter machine on conveyor and are automatically closed. Can also be made adjustable to handle several different size cartons.



Type of die-cut carton handled on this equipment.

Send a sample of each size carton you are interested in handling on machines and we will be pleased to recommend equipment to meet your specific requirements.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.



Plants and Personalities

PERSONNEL

Charles J. Westin, Chief Design Engineer for the F. J. Stokes Machine Co., Philadelphia, Pa., died January 29. Mr. Westin had been designing engineer for the Stokes company since January, 1928, prior to which he was a member of the government engineering staff at the Picatinny Arsenal. He is credited with the invention of the Westite hermetic tube closure, the development of automatic plastic molding equipment and tablet compressing machines for industrial service.

George R. Meyercord, President of the Meyercord Co., Chicago, Ill., died February 22 at the age of 65.

Arthur J. Wagner of the Holyoke Coated & Printed Paper Co., New York, N. Y., died March 2.

F. H. Baumgardner, formerly an Assistant Sales Manager of the Container Division, Anchor Hocking Glass Corp., has been appointed Manager of the Chicago office, 1572 Merchandise Mart, succeeding G. J. Graham who has been transferred to headquarters at Lancaster, Ohio. E. Wells becomes an Assistant Sales Manager.

William Recht has been appointed Assistant Secretary and Assistant Treasurer of the General Printing Ink Corp., New York, N. Y. Mr. Recht continues to maintain his position as General Manager of the Rutherford Machinery Co. Division and General Manager of the Export Division of the corporation.

C. R. Messinger, President of the Chain Belt Co., Milwaukee, Wis., died February 4. J. C. Merwin, Vice President and Treasurer of the company, has been elected President, succeeding Mr. Messinger. G. M. Dyke, Assistant Treasurer, was elected Treasurer and A. F. Kessler, also an Assistant Treasurer, was elected to the new office of Comptroller.

Ralph N. Humes has resigned from his position in the sales force of the Morart Paper Co. to become Manager of the Boston office of the Hazen Paper Co. Mr. Humes succeeds the late Stewart L. Wooden.

J. P. Swift has been appointed sales representative for The Aridor Co., with headquarters in the Commercial Trust Bldg., Philadelphia, Pa.

F. J. Stokes, Jr., has been appointed Treasurer and Coordinator of Engineering Production of the F. J. Stokes Machine Co., Philadelphia, Pa.

The Board of Governors of the Can Manufacturers Institute, Inc., New York, N. Y., has announced the creation of a Research Division. This Division is an integral part of the Institute organization and is designed to conduct special studies of industrial, technical and marketing problems of common interest to the can manufacturers and related industries. The Division will be under the control of an Administrative Committee composed of: Chairman, D. M. Heekin, Heekin Can Co.; Vice Chairman, A. A. Morse, Executive Representative, American Can Co.; J. F. Hartlieb, Continental Can Co.; Geo. A. Milton, Sr., Geo. A. Milton Can Co.; L. F. Gieg, Crown Can Co.; H. K. Taylor, Geo. D. Ellis & Sons, Inc.; H. Ferris White, Vice President, Can Manufacturers Institute, Inc., Washington, D. C.

The Research Division of the Can Manufacturers Institute, with offices in the Lincoln Building, will be organized and directed by Dr. Miller McClintock, technical director of the Advertising Research Foundation and executive officer of the Traffic Audit Bureau, Inc. The other principal members of the staff are Miss Mary Pentland, former advertising agency executive, and Karl Brown, business analyst.

George W. Benton has been appointed Manager of the Western office of the Lithographers National Assn., Inc., with headquarters at 29 South LaSalle St., Chicago, Ill.

Robert Sulzer is a new representative for International Printing Ink in Baltimore and Washington. Mr. Sulzer will act as assistant to M. A. Flynn, Manager of IPI's Baltimore branch.

PLANTS

Further expansion of General Electric Company's facilities for the manufacture of plastic molded parts has been announced. Plans have been completed for the re-opening and renovation of the company's former motor plant located in Taunton, Mass., where some 300 molding presses of the compression type will be installed.

Nuss Paper Box Co. and Sprowles & Allen, Inc., have been merged together to operate in the future as one company under the name of Sprowles & Allen, Inc., Philadelphia, Pa. Charles A. Allen and Charles H. Sprowles will continue as sales representatives for both firms. George Nuss will assume inside manufacturing duties.

Belmont Molded Plastics, Inc., has been consolidated into The Cincinnati Advertising Products Co., Cincinnati, Ohio. G. F. Mattman is President and Treasurer. A. W. Schoneberger is General Manager of the Plastics Division.

The Atlas Powder Co. has acquired all of the business and assets of The Keratol Co. and the latter company will now function under the name of Zapon-Keratol Division, Atlas Powder Co., Newark, N. J.

The Anchor Cap & Closure Corp., Long Island City, N. Y., was liquidated and dissolved as of March 1. All business, plants and property have been acquired by the Anchor Hocking Glass Corp. Henceforward, it will be known as the Anchor Hocking Glass Corp., Closure Division, with headquarters located at Lancaster, Ohio. The Anchor Cap & Closure Corp. of Canada, Ltd., becomes a wholly owned subsidiary of the Anchor Hocking Glass Corp., with headquarters remaining at Toronto, Ontario, Canada.

A permanent exhibition hall devoted to the display of commercial art and advertising products of the lithographic process has been opened at the New York Trade School, 312 East 67th St., New York, N. Y. Exhibits for the Permanent Living Lithography Exhibition, which is being presented by the Trade School in collaboration with the Lithographic Technical Foundation and the Lithographers National Assn., have been gathered from numerous lithographic manufacturers. The exhibit, to which no admission charge is made, is open to the public from 9 to 12 and 1 to 4 weekdays through Friday and from 9 to 12 on Saturdays.

Speaking before a large group of manufacturers at the closing session of the recent 8th Annual "5 & 10" Packaging Show and Conference, sponsored by the Syndicate Store Merchandiser, Carl H. Lambelet, President of the New Jersey Machine Corp., warned production men employing hand methods against the use of packages that will not lend themselves to mechanization should production warrant mechanical handling later on.

"Strange as it might appear," Mr. Lambelet declared, "to my mind the first factor to determine is the question: 'Does the package lend itself to mechanical handling?' Irrespective of what your production might be, if that package, which at the present time is being fabricated by hand or hand methods, does not lend itself to machine handling, the installation of equipment might become more of a headache than a Godsend."

"Another factor to determine, before installation of machinery, is whether full or semi-automatic machinery is required. Frequently plants switching from hand operation are inclined to order complete mechanization, whereas frequently, especially in medium-sized plants, semi-automatic equipment is more advisable. Conservation of space is another great benefit a medium size plant can get from mechanization, semi-automatic equipment generally proving cheaper than the cost of moving the plant."

H. M. Frazer, Traffic Manager of F. W. Woolworth Co., speaking on "Shipping '5 & 10' Merchandise—Intact and in Time" urged manufacturers to consider modern and new developments in shipping containers. Dime store managers must consider that "landed-costs" of all merchandise ordered and excessive weight of shipping containers, with its accompanying excessive shipping costs, will not only reduce profit margins, but operate against the best interests of the manufacturer.

R. J. Barbour, Assistant Advertising Manager of the Bakelite Corp., who addressed the audience on "Plastic Parts and Plastic Packages for '5 & 10' Products," used a plastics comparator slide to illustrate his talk and explain the first step in plastics selection. Stressing the need for picking the right type of plastic, Mr. Barbour warned, "Too often we may overlook the opportunity to reduce manufacturing costs by specifying a material that may be slightly higher in cost per pound, yet appreciably lower in specific gravity. Such a material obviously would yield more molded pieces per pound, an important money saving factor."

D. S. Hopping, Director of Sales of the Celluloid Corp., speaking on the subject of "Transparent Packaging," said, "There are several types of transparent packages and several types of transparent packaging materials. The degree of success or failure of a packaging program may well depend upon the selection of both the most suitable type of package and the proper material for that type of package. The selection of the transparent material to be used depends upon several factors. The type of package, the article or product to be packaged and, naturally, the amount of money available for the package must all be considered. For example, if you wanted a vapor-moisture-proof transparent wrap, you would not select cellulose acetate. Naturally, you would select either a moisture-proof grade of regenerated cellulose or hydrochlorinated rubber. But, if you were planning a window package or some other type of transparent package where dimensional stability is important, cellulose acetate would be your choice.

"Transparent wraps or bags may be printed in one or several colors or may be left plain. They help win more prominent counter and window display for your products and keep them clean and fresh looking. But don't think the transparent package is a panacea that cures all merchandising ills. Don't think that you can do a slipshod job of transparent packaging and get away with it. In fact, it's better not even to attempt transparent packaging unless you are prepared to use the right package and the right material in the right way. For example, is there anything that looks less attractive and more down-at-the-heel than split and broken transparent wraps or bags or packages strained, twisted and warped out of shape. Carelessness is the only excuse for these failures. They can be completely avoided when the right type of material is used on the correct type of package and proper packaging methods are followed."



DOES YOUR PACKAGE OR
YOUR PRODUCT REQUIRE
A SPECIAL ADHESIVE?

- A UPACO chemist will find it for you.

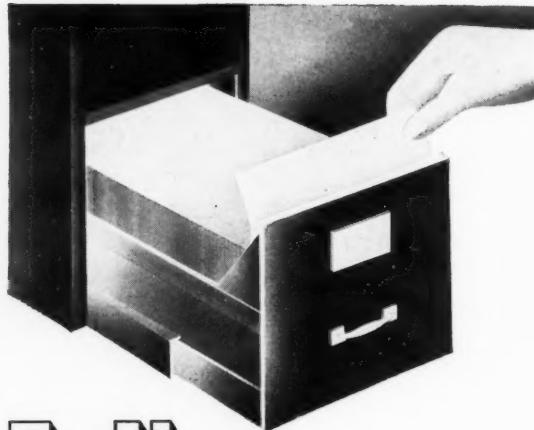
He'll create a formula to your needs and do it quickly and efficiently. Or, he will show you how to adapt a standard formula to your requirements.

- In any case, you'll get an adhesive to do the job and do it well. An adhesive that will be economical to use and that will adhere under the conditions you've set.

It costs no more to have the best—and the best is none too good for your package!

UNION PASTE CO.

1605 HYDE PARK AVE., HYDE PARK, MASS.



For Your Information File

Cost of containers, boxes, cartons, wrappers, labels and other packaging materials constitutes 22.6 per cent of the factory value of products manufactured in the U. S. canned and preserved fruits and vegetables industries, according to statistics compiled by the Bureau of the Census from returns of manufacturers reporting at the last Census of Manufactures.

Expenditures in 1939, totalling \$171,349,936, for containers and other packaging supplies were reported separately by establishments manufacturing the following products: Canned and dried fruits and vegetables, including canned soups, \$136,537,314; preserves, jams, jellies and fruit butters, \$7,804,255; pickled fruits and vegetables, and vegetable sauces and seasonings, \$14,336,288; salad dressings, \$11,317,387, and quick-frozen foods, \$1,324,692.

For comparative purposes, the value of the products listed above, totalling \$755,950,036, as reported at the 1939 canvass, are given below: Canned and dried vegetables, including canned soups, \$586,841,196; preserves, jams, jellies and fruit butters, \$37,979,678; pickled fruits and vegetables, and vegetable sauces and seasonings, \$72,214,453; salad dressings, \$48,807,267, and quick-frozen foods, \$10,107,442.

Comparison of container costs with value of the products in the several food categories listed shows that packaging cost equaled: 23.3 per cent of the factory value of the canned and dried fruits and vegetables, and canned soups; 20.5 per cent of the factory value of the preserves, jams, jellies and fruit butters; 19.9 per cent of the factory value of the pickled fruits and vegetables, and vegetable sauces and seasonings; 23.2 per cent of the factory value of salad dressings, and 13.1 per cent of the factory value of the quick-frozen foods.

The true ratio of cost of packaging materials to the factory value of products, in the percentages given above, is slightly larger than shown because container costs were reported by only 99.8 per cent of the establishments enumerated in the several industry groups while the figures for product values represent 100 per cent coverage for the industries and products classified as foods but produced as by-products in other industries.

Quantities and cost of other materials reported by the several industries were: Canned and dried fruits industry—\$153,542,234 for raw fruits and vegetables and \$15,775,531 for 351,063,215 lbs. of sugar; preserves and jellies industry—\$8,480,959 for fruits and vegetables, and \$5,508,094 for 122,183,909 lbs. of sugar; pickled fruits, etc., industry—\$14,300,048 for fruits and vegetables, and \$4,109,558 for 90,130,516 lbs. of sugar; salad

dressings industry—\$1,546,221 for fruits and vegetables, and \$2,418,252 for 53,493,255 lbs. of sugar, and quick-frozen foods industry—\$4,020,272 for fruits and vegetables, and \$347,418 for 7,700,496 lbs. of sugar.

Countering the withdrawal of aluminum for domestic purposes by the Office of Production Management of the United States Government, the Reynolds Metals Co. is reported to be ready with a substitute for aluminum foil used in making containers. The new product, known as Reynolds Plastic Finish, was developed by the company's Research Laboratory. "We are fulfilling our publicized pledge to cooperate 100 per cent with the rearmament program," said F. A. Sunderhauf, General Manager of the Display and Container Division, "and while the substitutions for aluminum will cost the Reynolds Metals Co. more money than aluminum, we will absorb the loss as our contribution toward national defense."

The finish of the new product is equivalent to mat-finished aluminum silver, gold and colored stock, and is produced by coating a highly calendered paper board with an aluminum powder compound made from scrap, covering it with a clear or colored plastic finish.

Mr. Sunderhauf said all the available aluminum will be used for lining containers for packaging tea and coffee and products that are easily contaminated, such as dehydrated soups, bouillon cubes and specialty flours. While the inside of these containers will have an aluminum liner, the outside will have the new Reynolds plastic or composition metal finish. Mr. Sunderhauf explained the Reynolds Metals Co. does not intend to promote the sale of this new development as a substitute for their ply-metal material, which has aluminum foil on both sides, preferring to hold ply-metal until aluminum is again available for domestic purposes.

Stecher-Traung Lithograph Corp., Rochester, N. Y., has published a 32-page booklet, issued as a guide and manual to sales and advertising men interested in the use of full-color reproductions in their consumer folders, booklets, broadsides, streamers, displays, etc. Titled "How to Step-Up Your Advertising Material and Save Money," the book is lithographed in full color with profuse illustrations which show the various methods of color reproduction. One section is devoted to "Full Color at Two-Color Cost," while another section shows how to lay out consumer folders, providing information on the many kinds of folds and sizes available.

"Type Specimens for Layout, Printing, Lettering" by William Longyear (published by Watson-Guptill Publications, Inc., New York, N. Y. 100 pages. \$2.50). Mr. Longyear, head of the Department of Advertising Design of Pratt Institute has prepared a most useful and long-needed volume for any person who has need of a handy, well-indexed book on type and lettering. The book contains a wealth of specimens, most of them complete alphabets including numerals, of the most popular type faces in use as well as antique and exotic faces. There are several pages of rules and decorative material, selected examples of good typography, proof readers' marks, an explanation of the point system, definitions of printing terms and a host of other information on type and its uses. The book's easel form is an additional convenience.

A silver cup, awarded for the best printed essays submitted in the recent IPI essay contest, will go to the Ottmar Mergenthaler School of Printing, Baltimore, Md., according to an announcement made by Fred J. Hartman, chairman of the Contest Committee and Educational Director of the National Graphic Arts Education Assn., co-sponsors of the competition. The prize is entirely separate from the awards based on the contents of the essays, which this year were written on the subject, "Printing, the Safeguard of Democracy." Criterions used by the judges in making this printing award were excellence of typography, of layout and design and of the printed result.

"Heat-Sealing End Labels for Bread Packages," published by The Menasha Products Co., Menasha, Wis. An illustrated folder indicating the sales and merchandising possibilities obtainable through the utilization of heat-sealing end labels for bread packages.

Shellmar Products Co., Mt. Vernon, Ohio, has issued a swatch book presenting decorated transparent cellulose bands and bags suitable for holiday merchandising. Titled "Fall 1941 Holiday Bands," the swatch booklet presents price lists, size ranges and other pertinent data.

Matthias Paper Corp., Philadelphia, Pa., has issued two new swatch books, one presenting samples and information on litho-finished papers, the other on Reel-Hide papers.

"Giants of Strength," published by Riegel Paper Corp., New York, N. Y. Folder detailing information concerning the company's jute tag paper.

"Lamson Conveyors in the Dairy Industry," "Lamson Conveyors for the Laundry" and "Lamson Brewery Conveyors." Three pamphlets, published by Lamson Corp., Syracuse, N. Y., describing and illustrating the installation of conveyors in various industrial fields.

"Here's a Problem You Should Lick for the Money It Will Save," published by The American Foundry Equipment Co., Mishawaka, Ind. A 12-page booklet presenting data on three types of dust collecting equipment.

Johnstone Engineering & Machine Co., Downingtown, Pa., has issued a bulletin describing and illustrating its twelve and fourteen score cut slitter and rewinder.

A new series in fancy papers are Whipcord, Freesia and Drums, announced by the Hazen Paper Co., Holyoke, Mass. The Drums series are designed to meet a demand for papers that are in step with present vogues in materials and decorations.

The Fibre Cord Co., New York, N. Y., has introduced a new line of ribbons for gift and fancy packaging under its trade mark of F.C.C. Rayn-Bow. These new ribbons are reported to simulate the appearance of silk and satin woven ribbons.

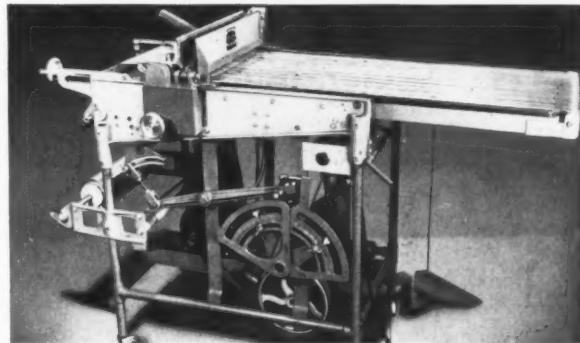
Champlain Corp., Garfield, N. J., has issued a booklet entitled, "Advantages of Gravure for Package Printing," describing the gravure printing process. Photographs of presses and schematic drawings illustrate the straight-line production of gravure—printing regular and gloss inks, metallic inks, lacquer and fabricating, all in one continuous operation. The operation of the fully enclosed ink fountain is also explained.

Nashua Gummed & Coated Paper Co., Nashua, N. H., has announced the development of a new line of papers simulating wood. These papers are available in an assortment of genuine wood colors, from light maple to dark walnut.

Shippers of the United States have again picked April for their "Perfect Shipping Month," in a renewal of the drive to cut economic waste through damage to merchandise in transit. The campaign is sponsored by 13 shippers' advisory boards, with the cooperation of the Assn. of American Railroads, Railway Express Agency and other transport media. Plans call for several hundred "Perfect Shipping" meetings throughout the country during the next six weeks.

The smooth-sided single-shell closure developed by Anchor Hocking Glass Corp., Lancaster, Ohio, is not only available in the 58-mm. size, as stated in the February issue of *Modern Packaging*, page 92, but is also available in 24-, 27-, 33-, 38-, 43-, 48-, 51- and 66-mm. sizes.

"A Pace-Maker"



CUTS WRAPPING LABOR AND MATERIAL COSTS

BETTER check up on this new Corley-Miller Speed-Wrap. For, it effects big savings in material and labor costs. It pre-glues and cuts hard-to-handle printed or plain sheets of Cellophane or paper *from the roll* and conveys the single, prepared sheets to one or more operators. Using low cost rolls, the Speed-Wrap sharply reduces material costs. By synchronizing and speeding up hand wrapping, it will cut your labor costs considerably. Furnished with automatic labeler if desired. May we send you complete information and prices? No obligation at all.

• See our exhibit in Booths 617-18,
Packaging Exposition, Chicago.



WRAPPING & SEALING MACHINE CO.

14 SOUTH CLINTON STREET, CHICAGO, ILLINOIS



Now rush those shipping orders from office to warehouse . . . and give every other department in your office or plant the benefit of instant receipt and delivery of memos, orders, letters, telegrams, stock requisitions, time tickets or laboratory samples. Lamson Dispatch Tubes rush these items from desk to desk, from building to building—upstairs or across the street—in the twinkling of an eye.

The cost of tubes is surprisingly low. You can install one tube or many—from a few feet up to a mile or more. And no business is too small or too large to employ them.

Learn the latest advances in Tube design and engineering . . . the new ways in which they will save you time, labor and money. Mail the coupon today.

LAMSON CORPORATION
704 Lamson St.
Syracuse, N. Y.

Without cost or obligation, please send me by return mail information regarding the use of Lamson Tubes in my business.

Name..... Title.....

Company.....

Address.....

Dehydrated foods to the fore

(Continued from page 38)

use value of the glass container and its transparency in disclosing a view of the product are, of course, paramount considerations.

One type adopted by several companies consists of a Pliofilm-lined foil bag or envelope. This is heat-sealed around its sides and bottom in forming and, after the contents have been inserted, a heat seal is applied on the top. Since the combined foil and chemical-composition sheeting structure is highly moisture-proof, the sealed container is capable of retaining the dehydrated qualities of the product over long periods of time.

The wide consumer acceptance of these products within the last year or so has in turn aided manufacturers in the development of techniques which are now being seriously considered for adoption by the armed



Transparent cellulose bags, filled to an ample roundness, are used to merchandise Wyler's soup mix. Visibility of the product is calculated to arouse initial consumer interest, thus creating impulse sales. The cellulose wrap, at the same time, fully protects the dehydrated ingredients. Labels carry product identification. Transparent sheeting by the Sylvania Industrial Corp.

services and as a part of the national defense program. To develop production methods to meet almost certain demands for dehydrated foods for national defense was the primary objective of a meeting of experts in this field held recently in Chicago. Representatives of over thirty concerns were present, in consultation with Colonel Paul D. Howe of the staff of the Surgeon General of the United States Army, Dr. Samuel Prescott, Dean of Science of the Massachusetts Institute of Technology, and representatives of the United States Departments of Agriculture and Commerce. Government interest in dehydrated foods dates from the early days of the last World War. Over \$156,000,000 worth of dehydrated products were utilized in this country in

1917. In view of possible shortages of materials conventionally used for packages, and in view of the need for lightweight, concentrated food products, dehydration may be expected to enjoy expanding popularity as a food processing operation.



Kitchen Art Foods, Inc., packages its Soup-Er-Mix in transparent cellulose bags with labels carrying all necessary information concerning the dehydrated product. Transparent sheeting by E. I. du Pont de Nemours & Co., Inc.

Giant cartons

(Continued from page 39)

The large size cardboard display need not be restricted in design to a blow-up of a single carton. The Kellogg Co., for instance, utilizes three different types of replica packages. Dummy boxes, consisting of large replicas of the company's regular packages, are called "jumbos." Duplicate size packages—i.e., strips reproducing a number of packages in the form of a single folding structure—are called lockends. Frequently, these are so constructed as to permit their being mounted into the form of frames for window display panels. In such cases, they are quite properly designated as lockend frames. Each of these three types is used separately or in combination. The lockend frame is generally flanked by a jumbo on either side or by several individual strips of lockends providing a pyramid effect. The company has found these forms of display material to be extremely feasible and to permit of the effective presentation of its products in windows of every size and shape. It has employed this type of advertising for many years and has continuously repeated it because of the demand on the part of both salesmen and dealers.

Loose Wiles Biscuit Co. has used another variation for its Rippled Wheat. Here the giant carton reproduces a seeming stack of 27 Rippled Wheat packages of standard size. The stack is three packages wide, three deep and three high. Here the display function is, perhaps, secondary to the question of permitting mass display without requiring the dealer to tie up a sub-

stantial quantity of merchandise in the window. The 27-package display, plus a few actual packages or miniature dummies, forms a very realistic mass presentation of the product, yet requires little or no investment on the part of the dealer. Moreover, it can be erected as a single unit in a fraction of the time that would be required to stack 27 individual packages.

In the May issue of Modern Packaging will appear a second section of this study dealing with other types of dummy cartons used for display purposes.

Royal family from Canada

(Continued from page 45)

standing feature of the containers. Yellow predominates for backgrounds of all except the anti-freeze. Over the yellow, the brand name and product name are printed in red. A huge white rose immediately identifies the container with the name of the product. The entire design is striking and memorable. Yet it has important features other than display value. Yellow is a color closely associated with the color of the product. If, after the cans are opened, their contents happen to drip over the edge of the container, the container still looks neater than if the spilling were over an unrelated color.

Credit: Containers by the American Can Co. Cartons by the A. E. Long Co.

Package Legislation

(Continued from page 44)

contents of the container and the water-proof paper.

Labeling requirements for meat products

The marking and labeling requirements for meat and meat food products prepared under Federal meat inspection have been modified by an amendment to the meat-inspection regulations. The amendment which was signed by Acting Secretary of Agriculture Grover B. Hill, February 25, becomes effective October 1, 1941. The meat-inspection regulations are administered by the Bureau of Animal Industry, U. S. Department of Agriculture.

One of the important features of the new amendment is to require that a meat or meat food product prepared from two or more ingredients shall bear a label showing a list of ingredients, placed in the order of their predominance. Another requirement is that the covering of a meat food, such as a cellophane wrapper, shall not as regards coloring or printed design give the purchaser a false impression of the leanness or quality of the product enclosed. Other features, now familiar to the public, are retained on labels of meat articles prepared at

Mixed to meet individual work requirements, these ingredients produce just what the doctor ordered...

a MARKEM PRINTER to relieve congestion

DIRECTIONS Apply externally to all parts, products, containers requiring size, style, grade, color, quantity and other variable designation. After bottlenecks disappear, repeat application as required.

TYPES AND DIES to be used as (1) nature of surface or material (2) method or process of imprinting (3) rate of production or (4) permanency of imprint indicates. Use case hardened steel type, rubber printing plates, steel and brass engraved dies (solid logotypes, or master-plates slotted to accommodate insertion of letters and numerals for simultaneous printing) as work indicates.

TYPE HOLDERS. Patented chase locks and unlocks like a desk drawer opens and shuts. It's that simple and quick to make type changes. No furniture, no quoins, no quads. Easy to adjust type, plate or die to exact location of imprint. Or, for maximum speed, use patented rotary type wheels. Permits insertion of individual type characters. Each replacement saves cost of new wheel.

INKS AND COMPOUNDS. Inks cold print on glassine, cellophane, coated, varnished and similar non-absorbent surfaces, do what standard inks cannot do. Gold, silver, all colors. Compounds hot print, indent, emboss lasting impressions from electrically heated, thermostatically controlled type and dies on hard, dense, non-porous surfaces. All colors instantly dry for quick handling and shipping. Also roll leaf (stamping foil).

WORK TABLES facilitate handling shapes, sizes, forms; increase feeding speeds. Attachments for inter-model use, multi-purpose work. Standard tables available, as result of 30 years service to varied industries, for labels, boxes, covers, cartons, containers and for direct feed of merchandise and materials. Special tables designed and built.

DRIVES-MODELS. Portable, hand operated bench models. Foot operated models where both hands are required for feeding. Power models, operated from belt or motor, for high production. The operating parts of many models may be base mounted without bolts. With this construction feature, operating heads are easily demounted, permit change of drive, become portable, increase work adaptability.

MARKEM MACHINE COMPANY INDUSTRIAL MARKING HEADQUARTERS

MARKING PRINTING • EMBOSsing MACHINES

For IDENTIFICATION • APPEARANCE • INSTRUCTION upon

METAL • PLASTIC • GLASS • HARD RUBBER

WOOD • FIBRE • LEATHER • FABRIC

PRODUCTS • PARTS • CONTAINERS

40 Emerald Street KEENE New Hampshire

federally inspected establishments. They include the true name of the product, net weight, name and address of the packer and an inspection legend, the latter in a new and uniform design. The new requirements apply to labels on imported as well as domestic meat and meat food products.

Cans for Fruits and Vegetables

Printed copies of Simplified Practice Recommendation R155-40, Cans for Fruits and Vegetables (names, dimensions, capacities and designated use) effective from September 1, 1940, are now available at the office of the Superintendent of Documents, Government Printing Office, Washington, D. C., according to an announcement of the Division of Simplified Practice, National Bureau of Standards. This publication, which supersedes R155-37, contains not only a simplified list of recommended can sizes, but also a history of the project, a list of the acceptors and the personnel of the Standing Committee in charge of the maintenance of the recommendation.

The can sizes were determined by a survey, made by the Committee on Simplification of Containers of the National Canners Assn., in collaboration with the Division of Simplified Practice, and is particularly notable for the fact that it identifies the cans which are to be used for each specific commodity. The observed adherence to this program will prove of special interest to the Committee on Coinage, Weights and Measures of the House of Representatives, because of the Committee's consideration of proposed legislation "to fix standards of dimension and capacity for metal containers for fruits, vegetables and canned milk in order to prevent fraud and deception."

Schaefer's bottling plant

(Continued from page 96)

pair is to be used for unloading, the shipper throws a selector switch on his control board to select which conveyor is to be used. This energizes devices which withdraw the stop in that conveyor. The motion of the stop operates a limit switch connecting the eye impulses to the proper counter for the conveyor being used.

The counter system of each shipping conveyor has an auxiliary relay with normally closed (when de-energized) contacts. When the "last case" of a number for which a PDC is set passes the eye, the PDC makes a contact which energizes this relay through the contact of the eye relay that makes contact when light passes through the "break" between cases. The energizing of this relay after the "last case" passes the eye, acts by de-energizing a relay in the basic system to stop the conveyor. The effect of this is to let the "last case" pass the eye and reach the dock; otherwise the stopping of the conveyor by the last case reaching the eye would leave the last case stranded in front of the eye.

When the decline belt which carries cases down to the dock for loading is stopped, an interlock between its motor and the counter-belt motor stops the counter-belt motor. When the counter belt which carries the cases through the eye for shipping is stopped, the decline belt carrying cases from it to the dock continues to run. When the counter belt stops because the "last case" has passed the eye or because the decline belt has stopped, or for any other reason, a timing relay starts to operate. After this timer has "timed out" (about 30 secs., adjustable), an interlock with the motor of the live-roll conveyor feeding the counter belt will stop the live-roll conveyor. This interlock would prevent operating the live-roll conveyor for moving cases into storage from production. A selector switch at the feed end of the live-roll conveyor permits operating this unit by cancelling the interlock, but is so connected that when the interlock is cancelled, the counter belt and decline belt cannot be operated for shipping.

The time for response of the photo-electric device is affected by the speed with which the cases pass the counting position (eye), the space between cases, the height of case, and the angle of the change of direction causing the break.

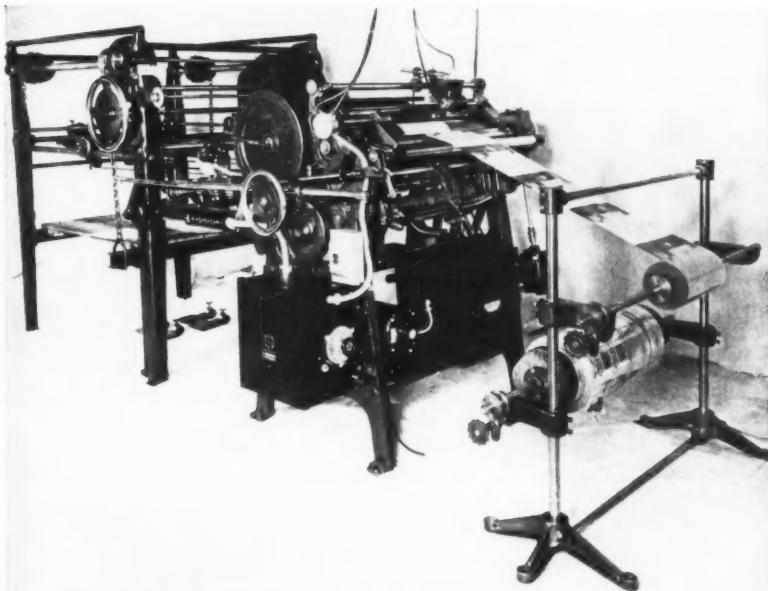
In the Shipper's Office, the counting and control devices are grouped in two assemblies: one for the control of the unloading conveyors, and one for the control of the shipping conveyors. On each board, the counters and devices are grouped and arranged to correspond to the locations at the dock for the corresponding conveyors. The Shipper's Office has complete control and supervision over the unloading and shipping conveyors.

There is also a register in the bottle house for each shipping conveyor located at the end of the conveyor to show the count of cases that have passed to shipment over that conveyor. Counters on the production conveyor systems are adjacent to the Superintendent's Office, but no control is provided there. Space is provided here for two future counters with empty conduit from the counter location into the bottle house.

To provide accuracy in counting, the connections are arranged to prevent operating a conveyor which is used for counting unless the counting system is in operation. On the unloading and shipping conveyors this also gives the Shipper's Office complete control over the use of these conveyors. The various protective and control devices are connected to operate through a single auxiliary relay which makes and breaks a contact in the control circuit of the motor starter. This relay position is indicated by a signal lamp at the eye location. When the lamp is "bright," the counting system is set up to permit the conveyor to operate although local control and protective devices associated with the conveyor or the motor may be used to start and stop the conveyor. When this lamp is "dark," the conveyor cannot be operated by the local control either because of the Shipper's Office control of the counter or a fault in the counter system.

An automatic telephone system is provided for com-

MORE AND MORE THE ELECTRIC-EYE BECOMES THE AGENT



by which "spot sheeting" is reduced to a simple and accurate operation. The new Amplidyne type of Eye now used, makes for still closer accuracies than before and greater freedom from variation.

BECK Automatic SHEETERS with ELECTRIC-EYE Controlled DIFFERENTIAL & Automatic Lowering Table SHEET PILER

in the latest "streamlined" model the sheeter having the new solid side-frames and more rugged centre braces, are designed to overcome vibration when running at high speeds.

If you have some specially "knotty" sheeting problem, may we help you solve it as we have done for your competitor?

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts.

Philadelphia



*Shatterproof
eye-appeal*

There's "more for your money" in the slim, aristocratic and economical Cellulose plastic containers; in quality, durability, choice of color, and impression upon the ultimate user.

CELLUPLASTIC seamless COLORFUL CONTAINERS

are 80% lighter than glass; are safer to use, because they won't break when dropped! Look into their many advantages!

Ask for Samples
and Information



municating orders, instructions and information between the dock, the Shipper's Office, the storage floor and the basement. This system is connected so that any station can call any other by dialing; two conversations can be held simultaneously and the connections are locked in to provide "secrecy" (prevent another station interrupting a conversation between two stations). The system has a capacity of ten stations, of which nine are being used as follows: Two in Shipper's Office (one for unloading control and one for shipping control). One at center of dock. One in basement. Five on storage floor. The system operates on 24 volts D.C., obtained from a motor generator.

All stations have loud ringing bells, except those in the Shipper's Office, which have different tone bells. In addition, each station on the second floor has a visual signal which lights when the station is dialed and stays lighted until the call is answered by lifting the telephone receiver.

Each unloading conveyor has a hinged, gravity-operated roller stop installed in it. Each stop is connected by a link with a compressed air diaphragm unit which receives air through an electric three-way valve. The normal position of all these stops is such as to stop empty cases passing over the conveyor. When the Shipper's Office wants to admit empty cases over a certain conveyor, he operates his selector switch for that conveyor to set up the counter circuit. This operation will energize the electric valve and admit compressed air to the diaphragm and pull down the conveyor stop. When the conveyor stop moves down into a position to pass cases, it will operate a limit switch to insert the proper register in the counter circuit.

A "Herculean" sampling task

(Continued from page 76)

Heretofore, sawdust had been used. Many samples were received in offices where sawdust made an undesirable mess. Sheet cellulose wadding was therefore substituted for sawdust for bottle packing purposes.

Other details to round out this sample packaging program were the preparation of a design for gummed paper tape of various widths and weights, obtaining labels reading "Fragile—Liquid" for use on the outside of packages containing samples of liquids in bottles and designing a standard shipping tag for all departments. No detail was overlooked to perfect the program.

Several products of the various departments, because of their properties or because of trade practices, were not included in the standard family. Containers for these products were improved; new imprinting designs were adopted, or new labels were prepared.

The preparation of all sample labels and the purchasing of all sample containers is now centralized at the company's home office. Stocks of standard containers are carried at the nearby Hercules experiment station. The branches and plants using these supplies

order from these central points instead of buying their supplies locally as in the past.

It takes time to change old and established habits, customs or systems, but the results have been exceptionally gratifying for Hercules. The new system is flexible, not arbitrary, and is subject to suggestion for improvement. Already minor alterations have been made and more are expected. It is a job that never can be considered complete. There will always be changes in old products and old policies and new products and policies will be formulated from time to time.

Wartime packaging in Britain

(Continued from page 39)

Dog Food—one of the biggest selling dog foods in Britain—have also gone in for a glass pack. It is interesting to note that, like Hanson's, Morrell's are publicizing the change in such a way as to describe it as a big improvement in packaging, rather than a wartime substitution. This method of announcing a pack change is, of course, good business and is likely to be copied much more.

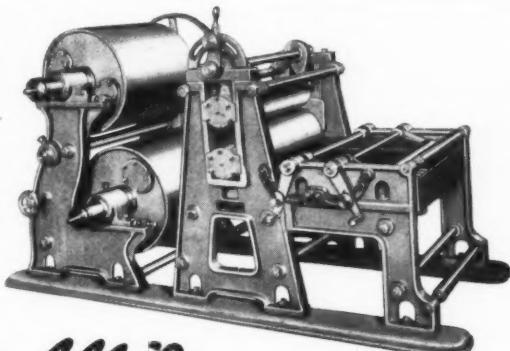
Plastics, which—war or no war—claim more and more attention in the packaging field, are much in demand. You in America are probably particularly interested in this field and I think, therefore, you will be interested in these brief extracts from a speech by Kenneth M. Chance, chairman of British Industrial Plastics, Ltd., at that company's annual general meeting. (B.I.P. control Beetle Products, Streetly Manufacturing Co. and Colfast Buttons, Ltd., and are about the biggest plastics firm in Britain.)

"The demand for metals of all kinds, the fact that timber has to be imported and the immense requirements for materials of all kinds for purposes of war has inevitably resulted in inquiries for plastics for all sorts of uses, both civil and military," said Mr. Chance.

"The former, unless a good case can be made for export, cannot be considered; the latter must be. There is resulting a measure of knowledge of the possibilities and present limitations of the industry which will be of value after the war. But the greatest benefit which the war should confer may well arise from a larger measure of cooperation within the industry. Wisely used, and it could not be in abler hands, the Plastics Control may initiate some degree of coordination, the lack of which is common to all industries in their early stages of development.

"Already the desire to get together has been evidenced by the flow of new members of the Plastics Federation and the Controller of Plastics and his staff have, through the good offices of the Federation, placed themselves at the disposal of the industry in open meeting for a frank and thorough discussion of problems arising from control."

Interesting facts were given by Mr. Chance about the output of B.I.P. factories. During last August, he



All Purpose ... WAXING UNIT

Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP
MACHINE CO. • GREEN BAY • WIS

*Identified by
this Crimped end*

HUMITUBE
TRADE MARK REG.

THE ORIGINAL READY-MADE,
CRIMP BOTTOM POUCHES

MADE OF

Cellophane
TRADE MARK
THE DUPONT CELLULOSE FILM



Nationally known as the leading manufacturer of small "Cellophane" containers for packaging light weight articles such as candy, cigars, carded items, pocket knives, pens, pencils, nut meats, fish lures and hundreds of other items.

HUMITUBE MFG. CO.
Converters of
"Cellophane"
PEORIA, ILLINOIS



Filma-Seal

CAP AND SEAL APPLIED AS ONE

A STEP AHEAD OF YESTERDAY

Ever since its inception, the Gutmann Filma-Seal Closure has been ahead of the times, constantly developing new forms and applications, anticipating the needs of progressive manufacturers.

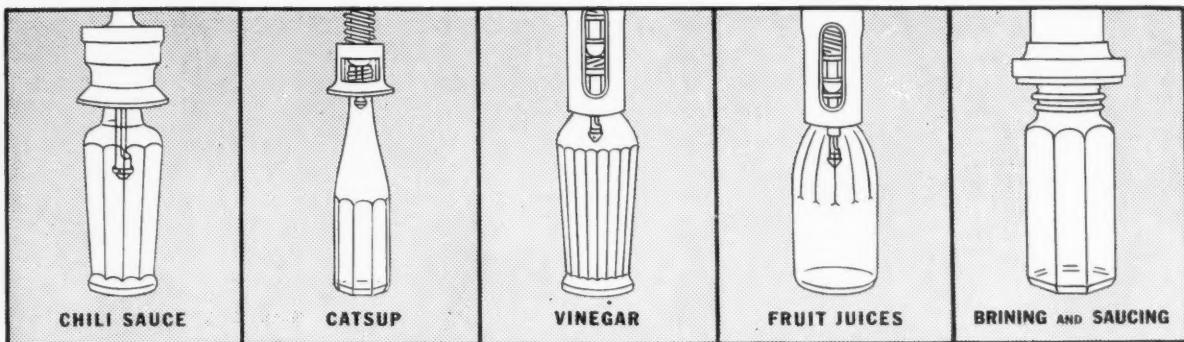
At negligible cost, Filma-Seal provides more than a "tamper-proof" package. Your product goes to market with the guarantee of full count and original quality delivered intact to the consumer. In addition it eliminates the worry of evaporation, leakage, or deterioration from moisture and air from without.

Filma-Seal comes in the Gutmann Screw Cap. Both are applied in one operation assuring the "double seal of protection."*

FERDINAND Gutmann & COMPANY
SINCE 1890

37th STREET AND 14th AVENUE • BROOKLYN, N. Y.

* Trade Mark Registered U.S. Patent Office. Patented in United States of America and Abroad.



The filling valve is the heart of the Horix bottle filler. By simply changing the valves, you can fill catsup, chili sauce, tomato juice, vinegar or perform brining and saucing operations. Each style of Horix valves is specially designed for handling a specific product efficiently. They are self contained units and can be changed in a few minutes time. We would like to give you complete information how one Horix Filler can perform all your bottle filling operations. Write stating products to be filled, sizes and styles of containers used.

HORIX MANUFACTURING CO.
PITTSBURGH, PENNA.
CONVEYORS and FILLERS

said, employees were given short holidays, enough in total to cause a loss during that month of several thousand hours. Yet the effect of Hitler's Blitzkrieg upon the factories during the three months, August, September and October, was that the average weekly output—despite the time lost through holidays—was actually higher than for any previous period in the history of the firm.

"Export had been perhaps the most important feature of B.I.P. business," said Mr. Chance. "Since the outbreak of war, value of goods directly exported by their group of companies had reached £200,000—mostly through shipments of moulding powders. When Germany over-ran Western Europe, B.I.P. lost a valuable trade in Scandinavia, but later turned to the Near East and found new and unexpectedly promising markets in countries formerly supplied by Germany around the littoral of the Eastern Mediterranean."

Also of interest, in connection with plastics, is the announcement that British Thomson-Houston Co., Ltd., has patented a new shot-moulding process for use in the moulding and formation of plastics. It has been developed primarily for pressing and curing insulating covers in the form of resin-impregnated sheets on to coils, but the process also lends itself to the covering of almost any shape with a coating of plastics, whether of a thermo-setting or thermo-plastic nature. It appears that in peace time, the manufacture of

boxes may be possible. As *Plastics* comments, it does not satisfy the long-felt want of powder manufacturers for a new and cheaper moulding process. "But the plastics industry as a whole will see in it a new method of application which widens the sphere of plastics."

It is probably unnecessary for me to mention that there is very little development, in the way of new products, on the British home market, but I feel that I ought to emphasize that Britain is by no means stagnant in the export field. You have probably all heard quite enough about the British "export drive." Although there was, as you would so clearly put it, "a lot of hot air" talked about this in the early months, considerable progress is now being made, and one of the things manufacturers are at last getting down to is the design of specific packs and advertising to suit specific overseas markets. Not that this has not been done before; what I mean is that it is being done on a bigger scale, and by more firms. For export purposes, makers are able to get all the package materials they want, and British firms can still turn out first-class luxury stuff.

One of the few interesting packaging and marketing developments on the home market has been the launching of Guild Books by the British Publishers' Guild, a group formed by eight leading British publishers (Heinemann's, Harran's, John Murry, Faber and Faber, J. M. Dent, Cassell's, Chatto and Windus and Jonathan Cape). For five years the 6d. Penguins

have led other publishers a merry dance, the while creating a new reading trend. Now the B.P.G. are going to issue scores of first-class novels, at 6d., 9d. and 1s., and hope to cut away most of Penguin's ground. As first few authors include Winston Churchill, Somerset Maugham, L. A. G. Strong and J. B. Priestly it will be seen that they have good ammunition. From the packaging angle, B.P.G. have produced a rather neat book, pocket-size, colored in flame (for 6d.s), blue (for 9d.s) and green (for shillings).

In the stationery trade there has been an interesting development of interest in the packaging question—so much so that *Stationery Trade Review* recently devoted several pages to a study of stationery packaging. Many firms have incorporated modern painting ideas into their box designs (i.e., Surrealism is featured in one or two cases). Of course, most of these features apply to stationery designed for export. For home consumption, more note paper is being sold loose. At first there was a scheme for the re-use of envelopes, which, of course, very much restricted makers' sales. Now, however, paper manufacturers have by the use of thinner substances and smaller sizes, succeeded in making half a ton of paper produce as many envelopes as a ton of paper would have produced in pre-war days.

Inevitably linked with packaging is the window display problem, and since the wholesale air raids this has caused a good many headaches. At first firms whose windows were broken or blown out replaced them as soon as possible. By now, however, they have realized the unwise ness of this (particularly when the new window has been blown out a night or two later!). Consequently there is an interesting new trend in window display in all the large cities and towns. No longer is there one big window, but a number of small panels in a board or wooden cover. Passers-by peer through these at the inside displays—which, themselves, have to be so arranged as to fit in with the small aperture. Part of the new technique is the painting of signs and of pictures of actual products (often in color) on the outer cover.

I feel that I should be continually emphasizing the fact that packaging over here is "adrift." It is almost impossible to plan ahead, and such qualities as a genius for improvisation and a knowledge of economics and their effect on supplies of raw materials count for much more than ability to design pretty packs. One of the few definite trends over here, however, is the elimination of small packs—perhaps it may seem obvious, but it is worth recording. Small products—i.e., tooth-paste tubes—are having to stand literally on their own, except when supplied in large quantities. Large boxes and other containers are acquiring a new importance, two interesting indications being a tendency to print more advertising messages on tape and other forms of binding and, of course, increased use of advertising on the outers of these boxes.

This trend is forecast and urged by Mr. E. T. Ellis in an article in the *Paper and Board Converter*. Describing two cartons before him, he says that both



CUSTOM-TAILORED PACKAGING ...that's METAL EDGE

Do you want a paper box that's more than just something to carry your product from here to there? PUT IT UP TO METAL EDGE TO SHOW YOU SOMETHING!

Not only is Metal Edge packaging (by which you assemble your own "strongest paper boxes" in your own plant, just when and where you need them) engineered to fit the business—it is also custom-tailored to fit the product.

Take Hoffman's "Plant Pantry," for example. Here's a real merchandising unit, conceived and designed and built to do a selling job. And how it is doing it!

You probably don't need anything like the "Pantry." You probably don't want anything "fancy" at all. But you DO want a package that will help in your selling program—right?

We repeat:—Put it up to these Metal Edge folks to show you something. If they please you as well as they have other concerns in so many industries, you're the winner. If they don't—no harm's done. Fair enough?

Let them get started this week. Write—

NATIONAL METAL EDGE BOX CO.

334 North 12th Street, Philadelphia

Packaging Method—Strongest Paper Box

average thirteen portions per carton, although both are made in a single piece. "On the English-made carton nine of these portions carry no advertising matter at all on the outer surface, and the whole of the inner surface is entirely devoid of advertising, while in the case of the American carton, only two portions are devoid of advertising so far as the outer surface is concerned, but here again the inner surface is entirely without advertising of any sort." Mr. Ellis advocates advertising on every available portion, inner and outer, and it is undoubtedly a probable move over here.

Plastic tags

(Continued from page 36)

creation of the plastic tags. It was discovered that department store managers objected to the color clashes between the tags and the merchandise. This was understandable. They also disliked the ugly sizes of most tags. Most important from a practical angle, they violently objected to the sharp corners on cardboard tags that very often picked up the threads of loosely woven fabrics, with the result that the merchandise was damaged. Another "bone of contention" was the fact that most of the labels carried more manufacturers' information and not enough informative labeling for the consumer.

This survey was eminently successful, however, for the answers brought out a number of objections heretofore hidden from the manufacturers. With this information at hand, the company called in an industrial designer. This gentleman made another survey, found the same type of dissatisfaction to be rife throughout the country, and then designed the transparent plastic tag that has brought an enthusiastic response from the department stores.

Two tags have been designed and produced for the tested rayon fabric. One is $3\frac{1}{2}$ in. by 2 in., printed in silver on a very thin gauge transparent sheet stock. Corners are rounded and a crown emblem of gold foil is pressed into the plastic about $\frac{1}{2}$ in. down from the top. Directly above this insignia, the tag is punched and strung through it is a royal blue silk cord. The copy begins by asking: *What Does Crown Tested Mean?* The legend goes on to say that the fabric has been woven and finished according to high standards, that it has been approved by several associations and tested for tensile strength, seam strength, colorfastness and dry cleanability.

The other tag, $3\frac{1}{4}$ in. by 2 in., is made of a thicker gauge material and features a metal crown emblem at the top in red, white and blue. This one has a loop of ribbon in the national colors. The metal piece has a stem on the reverse side and this is put through an opening punched in the acetate sheet. A metal disk with a threaded center opening screws on to the prong.

The ribbon is sandwiched between this disk and the plastic. Copy on the front of the tag below the crown reads: *Crown Tested and Approved Rayon Fabric*. In larger letters below is: *An American Original designed by*, and the name of the designer follows. All of the printing is in white with the exception of the designer's name and the name of the city of his location which are in bright blue.

Working from suggestions that were more or less negative, since they were the replies to the survey questionnaires, the manufacturer developed these tags and claims that the response has been satisfying.

"We have never before heard a department store rave about the beauty of a label," they told us. Apparently the idea is a great success. At any rate, many of the objections found with the cardboard tags have been completely eliminated. For instance, the corners are rounded; the tag is transparent so there is not only no color clash, but the tag takes on the color of the fabric. Plastic tags do not become dog-eared or worn. They are clean, practical and durable. The size is adequate for the information, but not too large to be cumbersome. It is reported that the department stores not only approve of the tags, but feel that they add to the prestige of the merchandise.

Credit: Labels designed by Donald Deskey. Transparent acetate sheeting by Celluloid Corp. and The Dow Chemical Co. Fabricated by Robinson Tag & Label Co., Dennison Manufacturing Co. and Whitney Manufacturing Corp.

Glorifying the toothbrush

(Continued from page 78)

the designer's first move was to eliminate all but essential copy for the labeling, then to redesign the company's trade signature in graceful, flowing script. For the 50-tuft brush he chose a clear glass tube, designed to follow the lines of the brush, and sealed it with a viscose closure. For product identification, a white label was selected. The newly developed flowing script signature was displayed prominently and printed in purple-blue to harmonize with other printing on the label in red. The Professional Type brush is packed in a white folding carton of clay-coated board, rectangularly die-cut to allow ample view of the product. Inside paper slides provide a colorful background for the display of the product through the carton window. The complete package is cellulose wrapped. An appearance of sparkling cleanliness and sanitation is created by the predominating use of white and the simplicity of treatment.

Promotion of the toothbrushes is backed by an extensive advertising campaign. The initial offer featured a tube of Pepsodent toothpaste free with every toothbrush purchase. Attractive revolving counter displays

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→ WANTED: SALESMEN OF PRINTED CELLOPHANE, pliofilm, acetate, foil, etc., by an independent, quality rotogravure printing concern. Openings in New York City and other profitable localities. State experience, giving full particulars, in strictest confidence. Our men know of this advertisement. Reply Box 135, Modern Packaging.

→ NEW PRODUCT WANTED: WELL ESTABLISHED MANUFACTURER WITH OVER 100 SALESMEN SELLING EXCLUSIVELY TO DRUGGISTS IS LOOKING FOR A NEW PRODUCT. WRITE BOX 136, MODERN PACKAGING.



Thousands upon thousands of consumers actually paid \$1.00 for this giant size Federal server. Its patented no-drip closure works just as smoothly as do the tops of the smaller Federal server. The jar holds 1 1/2 qts.

THINK OF WHAT IT WILL DO FOR YOUR PRODUCT AS A PREMIUM!

The glass jar may be used as a sale package, when a moistureproof liner has been inserted. Or, the entire unit may be marked in conjunction with your present container, as a separate item.

Write for details on this sure-fire premium! It costs less than you think!



Federal TOOL CORPORATION
400 NORTH LEAVITT STREET • CHICAGO, ILLINOIS

were used at the point-of-sale. According to the company, the toothbrush packages have been most successful. In fact so successful that the designer was commissioned to prepare packages for two more new Pepsodent products now on the market in test areas—a dental cream (not to be confused with the well-established Pepsodent toothpaste) and Maybreath, a mouthwash.

For the dental cream, the company selected a pure white collapsible tube with a white molded plastic cap. The dominating note is the beautiful script signature. The tube is enclosed in a white laminated folding carton on which the same simplicity of design is duplicated. For Maybreath, the company has utilized a squat, well-balanced bottle with a short neck completely concealed by a white faceted plastic cap. Its only decoration is a row of beading pressed close to the base. Identification is a laminated white label imprinted with the script signature in colors to harmonize with the green liquid in the bottle. The new designs have been used only for the company's new products. So far there has been no change in present products.

Credit: Vials by Kimble Glass Co. Toothbrush cartons by American Coating Mills, Inc. Cellulose sheeting by E. I. du Pont de Nemours & Co., Inc. Collapsible tubes by Wheeling Stamping Co. Plastic caps by Victor Metal Products Corp. Dental cream cartons laminated and printed by Shellmar Products Co. Bottles by Owens-Illinois Glass Co. Bottle closures by Anchor Cap & Closure Corp. All labels by National Label Co.

Record ensembles styled for music lovers

(Continued from page 11)

unframed as a mounted decorative wall picture. The utilization of a set-up box to house the album is but one indication of the thought given to the merchandising of Timely recordings. Customary procedure in the industry is to wrap albums in brown manila paper, despite the fact that the album itself might be dressed up with a picture cover. Another indication of the sound merchandising planning is the corrugated wraps adopted for shipping purposes. The corrugated wrap is designed to tie-in with the album, the set-up box and the counter container for the promotional bulletins. Thus a completely harmonious ensemble is achieved, ideal for store display purposes and calculated to appeal to the buying public. Moreover, display value is gained without breaking the factory seal—a most important factor in present-day record merchandising.

One of the most interesting of Timely releases was the album called "Songs for Americans" composed and sung by Earl Robinson, who also composed the tre-

mendously popular "Ballad for Americans." The "Ballad" was published by another recording company. The original Timely set was released in a four-pocket album and a colorful design of suitable character decorated the cover of the album. Here again, a sleeve was adopted to protect the album and the sleeve itself was screened so that the dealer could slit one edge and have an advertising hanger. Later, to take advantage of the popularity of the two-record set of the "Ballad for Americans," a six-pocket album was devised, four pockets to accommodate the Timely set of "Songs for Americans" and two pockets for the other set. The dealers were granted certain allowances when ordering this album. Promotional bulletins and their set-up dispensing boxes, corrugated wrappers and set-up containers all complemented and supplemented each other in order to maintain family resemblance and harmonious appearance.

Many of the Timely sets are decorated by means of the silkscreen process. This process was a logical selection for a number of reasons. Silkscreen work is ideally suited to short run production and this, in turn, is ideally satisfactory to a record publisher. The publisher of records, as the publisher of books, never knows whether or not he has a hit on his hands until the item is on the market for a period of time. Thus, it is only reasonable not to be too lavish in original production output, particularly if such lavishness can be avoided. The utilization of similar design motifs on all packages and albums constituting a single family is likewise possible to do economically through the use of the silkscreen technique.

The rich and well-established firms have—in many instances—overlooked this very obvious fact, because, perhaps, they have not been forced to watch the budget carefully. Timely, however, has been almost forced to look for the ingenious and least expensive way of producing its packages, its promotional material and its point-of-sale displays. The truism, "Necessity is the mother of invention" has been tested by Timely successfully.

Within the limits of its limited budget, however, the company has not only produced well-executed and well-designed packages, but it has made innovations in the field. The use of set-up boxes instead of manila wrappers for individual albums has served a two-fold purpose. First, it has made for better appearance in the store and has protected the records substantially during the storage period. Second—and perhaps more important—it has tended to eliminate, almost entirely, breakage during transit.

Leo H. Waldman, President of Timely, contends that the set-up box, used in conjunction with a well-designed corrugated wrapper, has been found to help maintain safe delivery of the easily broken discs. He summed up the attitude of Timely in these words: "To-day's loss by breakage through poor packaging is never recovered by tomorrow's perfect packaging. We, therefore, try to package perfectly today."

Credit: Set-up boxes by the Blum Paper Box Co.

LACQUER
VARNISH and GUM
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Labels
Wraps
Posters
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Boxmakers, printers, as well as package users come to Lowery and Schwartz for a superior paper coating service. Lowery and Schwartz have the efficient, specialized machinery, the long experience, and the skill that assures high quality, prompt delivery and low cost.

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PACKAGES



... And a package in the hand is worth six on the counter or twelve on the shelf. Once the consumer picks up a Lusteroid sale or sample package, feels the lightness and smoothness of the material—he's as good as sold.

And that's only one of the many merchandising features of Lusteroid. They're not only lighter and more colorful—coming in all the colors of the spectrum plus multicolor labels applied integrally with the package—but they're stronger. They are, for all practical purposes, unbreakable. Which means the elimination of breakage and the paring of packaging and shipping costs.

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MODERN PACKAGING

BRESKIN PUBLISHING CORPORATION
CHANIN BUILDING • 122 E. 42nd St., New York, N.Y.



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BROUGHT OUR PRODUCTS
OUT FROM UNDER THE COUNTER"

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Battle Creek, Michigan



"We knew that our small hardware items would sell themselves if they could be kept on the counter within easy customer inspection," says Sherman's Sales Department. "Formerly our hose couplings and menders were packed in nondescript containers and all too often our salesmen discovered these chucked under the counter—out of sight, out of mind."

"Determined to increase this year's sales, we called in a Michigan Carton representative. Together we discussed all the angles and went to work."

"From the start we knew that we wanted bright, eye-catching displays—the rest wasn't so easy. Because couplings and menders are low priced, highly competitive items, packaging costs had to be cut to the bone. The Michigan Carton representative suggested several short cuts that really added up to substantial savings. For instance, he recommended using the same pattern plate for all three size cartons thus reducing plate costs. He also suggested the clean red and green color combination of the mender cartons be reversed on the coupling boxes making economical press runs possible."

"Sales have hit a new high this year. These sparkling new display cartons give our salesman an 'in' on many new orders. Their success has already started us thinking about new sales packages for many of our other products."

Why not let us show you what Michigan Cartons can do for your product? The services of our complete packaging staff are at your disposal. Drop us a line and get all the facts today.

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Michigan Cartons—why not yours?
Better be sure, specify Michigan Cartons



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Battle Creek, Michigan

Brilliant Beetle

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Millions of housewives know BAB-O, the grease-dissolving cleaner, but thousands more are buying it for the first time because of this attractive auxiliary container made of brilliantly colorful Beetle*. These new sales mean repeat sales, for the Beetle container is not only beautiful but durable, and can give years of service without losing its color or lustre. The can of BAB-O is simply and easily inserted into the Beetle case, and the housewife has a colorful, appealing and highly sanitary addition to her kitchen shelf.

Perhaps your product needs an effective sales aid like this. There are many ideas that can be developed quickly and practically with Beetle . . . ideas that give customers a great deal of money's worth for very little money. Call upon

Beetle's staff to help you develop a package or container that will lift your product in the eyes of your public.

AMERICAN CYANAMID COMPANY



Beetle Products Division
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are attacked vigorously and with satisfying results at the Stamford Research Laboratories of American Cyanamid Company. The equipment here is of the most modern type for testing and analyzing materials for specific packaging purposes.

This laboratory and research service is a part of the policy of the Beetle Products Division of Cyanamid to give customers thorough cooperation in the use, selection and molding of plastic products.

Beetle

THE PLASTIC THAT'S ALL COLOR-IN ALL COLORS